

# 5 Utilities

## 5.1 Introduction

Utility service was considered the second most important issue by those participating in the dot sticker survey, and it was a frequent topic of discussion at corridor planning committee meetings. The extension of sewer and water services into a previously underserved area can make it more attractive for development, including businesses that generate more wastewater than what can be handled by a septic system. Premature or overly aggressive expansion, though, can result in an undesirable development pattern.

*Please note this is not a capital improvement plan. A capital improvement plan is a budgetary document that links the programming of capital projects, such as public utilities, to the planning goals found in this document.*

## 5.2 Water

**Water lines now serve the entire US 20 corridor.**

A water line maintained by the Lake County Utilities Department runs along the entire length of US 20 in Madison Township. The line has a 30 inch diameter at Townline Road, decreasing gradually to 12 inches at County Line Road. The water line was installed through the 1970s.

According to the Utilities Department, the existing water line can adequately meet the needs of future commercial development along the corridor. There are no plans to upgrade the water line along US 20.

## 5.3 Sewer

**Sewer service is limited in the US 20 corridor. Improved sewer service is necessary for mid-end commercial development, but unplanned expansion may result in scattered strip development that would undermine the land use and transportation goals of the plan, and hurt efforts to create a commercial core district.**

### Existing and planned sewer lines

At the time this plan was written, sewer service in the US 20 corridor area is limited. Sewer lines exist at the following locations:

- along Townline Road between a point about 1000' south of Lockwood Road and US 20.
- along Green Road south to US 20, then east along US 20 to the eastern end of the Wal-Mart site frontage.
- along US 20 from Burns Road east to James Place Mobile Home Park, then south, then east to Hubbard Road along the rear property line of lots fronting US 20.
- along US 20 from Madison Mall east to a point about 2000' east of Hubbard Road.
- along Hubbard Road, north of a point about 2000' south of US 20.



The 1998 Madison Facilities Plan, adopted by the Lake County Utilities Department, proposes an expanded network of sewer lines in the corridor area, with trunk lines following all north-south major and minor roads, and following US 20 except for a section extending about 2000' west of Bennett Road.

The Madison Facilities Plan has no timeline for sewer expansion. The plan indicates the diameter of future sewer lines, if they are to be built. According to Utilities Department policy, sewer lines are not extended or upgraded in anticipation of future development, but rather as the demand for service warrants. Developers or property owners must request and pay for new sewer lines.

Sewage is processed at the Madison Wastewater Treatment Facility on Cashen Road.

*The location of existing sewer lines, and future sewer line locations shown in the 1998 Madison Facilities Plan, are shown on the map following the Goals and Strategies section of this element.*

### **Development without sewer service**

The lack of sewer and water service keeps the overall capacity for development low, and helps in part to preserve an exurban and rural character many residents find important.

Unsewered commercial districts in rural and exurban communities are often dominated by vehicle-related uses, such as auto and truck dealers, tire stores, gas stations, auto repair and body shops, and heavy equipment rental; and low-end commercial uses such as mini-storage facilities and contractor yards. Madison Township is no exception, and such uses are common on the commercial zoned properties that fronts much of the US 20 corridor.

Mechanical commercial uses generate little wastewater, so the lack of a sewer system is not a critical factor in their site selection. However, the strip of low-end commercial uses along US 20 can present a poor impression of the corridor to travelers and prospective residents. Mechanical commercial businesses tend to agglomerate in an area, which can discourage other types of businesses from considering a location there, and ultimately present a poor impression of the host community.

Federal Environmental Protection Agency (EPA) regulations prohibit package plants that could otherwise serve by extension of sanitary sewer and serve limited commercial uses, because they could harm the sensitive watershed areas in eastern Lake County. Most commercial uses desired by town residents, such as supermarkets, mid-end retail development, and sit-down restaurants, create more wastewater than what can be handled by a septic system.

The lack of sewers also limits potential industrial uses – and the accompanying property tax revenue – to a few that generate little wastewater.

### **The effects of sewer expansion**

The extension or improvement of infrastructure determines the carrying capacity of land, and influences its future use. Sewer service can increase the value and development capacity of a property. Sites served by sewer lines can better accommodate middle-end retail and restaurant development, and make them less viable locations for low-end commercial and semi-industrial uses.

### **Extension of Sanitary Sewer Service**

There are three methods of extending sanitary sewer service, developer build, assessment project or general expansion. Developer build is when a property owner connects to existing sanitary sewer. The property hires his own engineer to develop the plans and he pays for the expansion. The extended sanitary sewer must be the width that is stated on the Madison Facilities Plan.

An assessment project is developed by the Utilities Department when they receive a petition from land owners for sewer expansion. The Lake County Sanitary Engineer develops a cost estimate and gives it to the land owners who would be effected by extension. The land owners would voted to decide to build or not build the sanitary sewer. If the land owners decide to build the sanitary sewer, the Sanitary Engineer prepares the plans, hires a contractor and builds the sanitary sewer. If the sanitary sewer is built in this manor, the land owners are assessed for the improvements.

There are cases where the County Sanitary Engineer and the County Commissioners will decide that a sanitary sewer extension is needed to improve sanitary service to an area. In these cases, the County will design and install the sanitary without assessing the land owners. The land owners are still responsible to pay the tap in fees and building their own laterals if they hook into the sanitary sewer.

The goal of the Madison Facilities Plan is to properly serve Madison and Perry Townships, and Perry and North Perry Villages with sanitary sewer to those who want it at an economical price. According to the Madison Facilities Plan, all of US 20 can be serviced by a sanitary sewer; it is only a matter of being built.

## **5.4 Overhead utilities**

***Overhead utilities are unsightly, less reliable in bad weather, and possibly unsafe for drivers. However, undergrounding is expensive and seen as a low priority.***

Along the US 20 corridor, wired utility lines are strung on tall wooden utility poles placed just a few feet from the curb. The visual impact of overhead utility lines can be just as damaging as an abundance of unattractive buildings or large, tall signs. Their location close to the curb presents a danger to drivers on US 20, and makes the road surface feel even narrower than it already is. Electrical, telephone and cable television service becomes less reliable when lines are exposed to the harsh Northeastern Ohio climate. Despite service interruptions from weather, overhead utilities are far more common in Northeast Ohio than in other parts of the United States.

The cost of burying utility lines can range from \$1,500,000 to \$3,000,000 per mile. Utility line burial projects are financed by several methods, the most popular being improvement districts and loans with payments collected through real estate tax bills. JEDD revenue can also be used to help finance utility line burial. In some communities, impact fees for new development help fund future undergrounding projects. For the US 20 corridor, where development is still relatively sparse, the expense of burying overhead utilities may not yet be seen as cost-effective.

While there are many benefits to undergrounding utilities, the primary reason to bury overhead wires is aesthetic. In the image preference survey, scenes that showed overhead utilities were usually scored lower than those showing no poles or overhead wires. In other surveys, though, survey respondents were generally positive about improving aesthetics in the built environment, but overhead utility wires and poles were seldom an issue.

This plan endorses the eventual burial of utility lines along US 20. Considering the cost of such a project, and the lack of support from residents, businesspeople and government officials, undergrounding is a low priority. However, when US 20 is rebuilt, undergrounding should be investigated. If overhead utilities remain, the number of locations where wires cross the street should be reduced to a minimum, and transformers and other bulky equipment removed from poles. In the current US 20 reconstruction project in Painesville Township, overhead utilities will remain, but moved further from the curb, with most crossover points removed.

## 5.5 Goals and strategies

**UT-1 Water service along the US 20 corridor should meet the needs of public safety and future development.**

**UT-1-S1** Maintain water service. Conduct regular inspection and routine maintenance of water lines along the US 20 corridor. Ensure water pressure is not reduced with the addition of new customers.

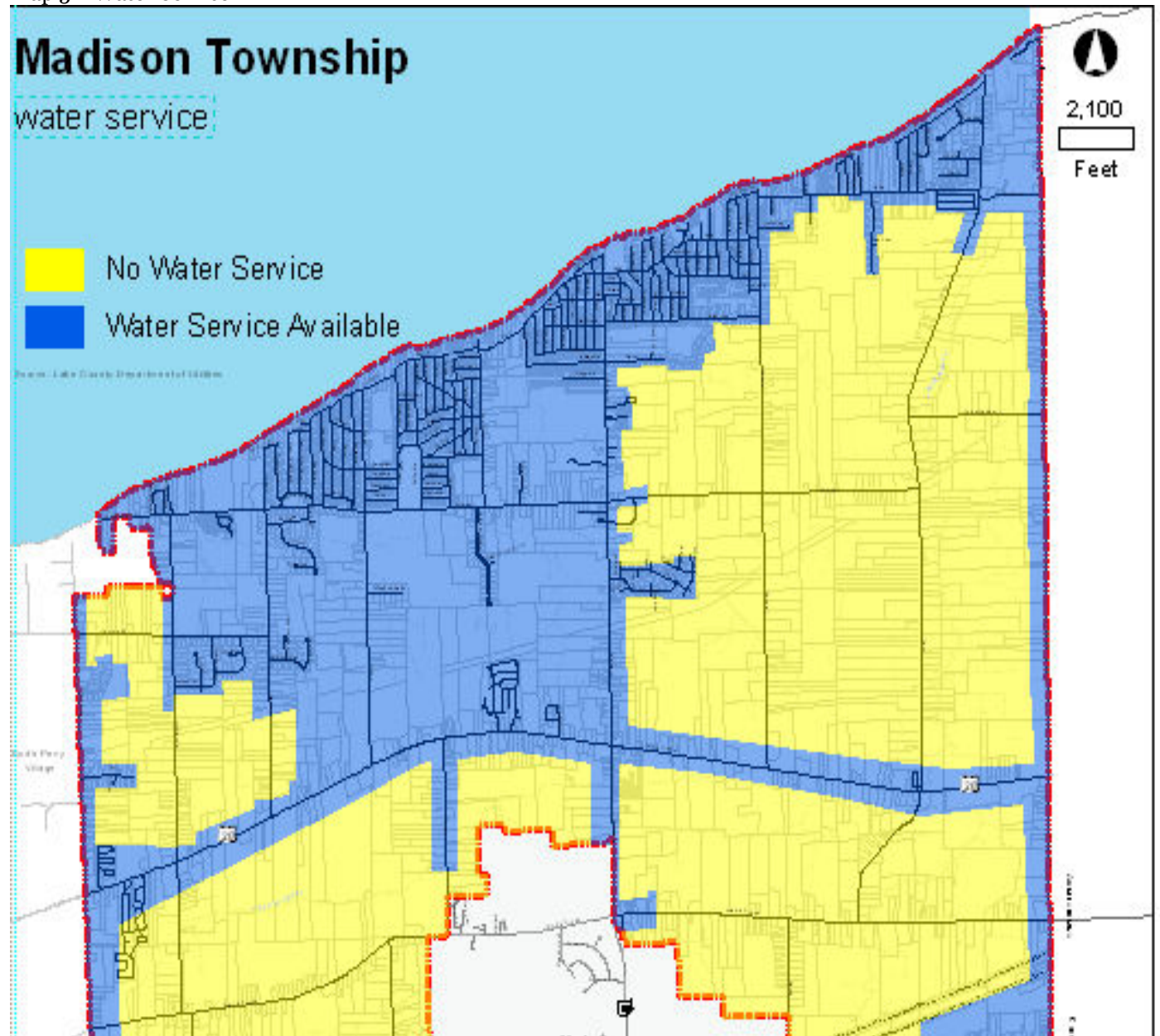
<b>Priority</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 high
Water service is available throughout the entire US 20 corridor.	
<b>Ease of implementation</b>	difficult 1 2 3 4 5 6 7 8 9 <b>10</b> easy
Water service is available throughout the entire US 20 corridor.	
<b>Cost of implementation</b>	low 1 2 <b>3</b> 4 5 6 7 8 9 10 expensive
Water lines are now in place. Maintenance costs are borne by the Lake County Utilities Department and their customers.	
<b>Timeframe</b>	Continuous.

**UT-2 Sanitary sewer service along the US 20 corridor should meet the needs of public safety and future development.**

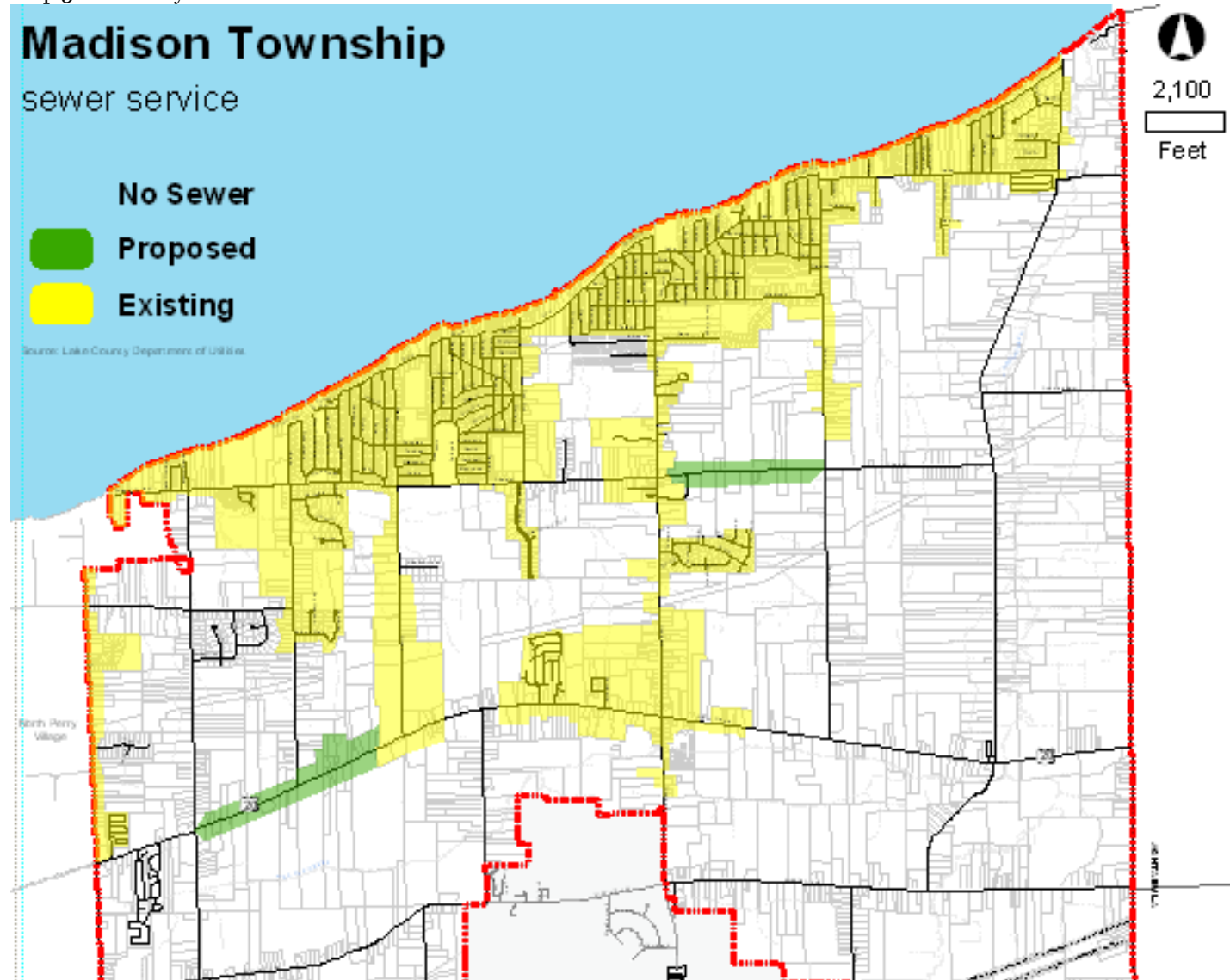
**UT-2-S1** Coordination of land use plans and utility plans. Work with the Lake County Utilities Department and other agencies and officials to support better coordination of sewer plans with underlying land use plans. Work with the Lake County Utilities Department when the Madison County Facilities Plan is updated.

<b>Priority</b>	low 1 2 3 4 5 6 7 8 9 <b>10</b> high
Lack of input into future sewer planning efforts will make this plan, and any future land use plan for the township, far more difficult to implement.	
<b>Ease of implementation</b>	difficult 1 2 3 4 5 6 <b>7</b> <b>8</b> 9 10 easy
Coordination of land use and utility plans are common elsewhere, but unknown in Lake County. Long-standing policy and resistance to change will be major challenges to overcome.	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
Cost includes the time of township staff and officials.	
<b>Timeframe</b>	Continuous.

Map 5-1 Water Service



Map 5-2 Sanitary Sewer Service





# 6 Land use

## 6.1 Introduction

The somewhat chaotic development pattern along the US 20 corridor confirms the need to re-examine current land use regulations, zoning designations, and previous planning efforts. With the prospect of future commercial development that will change the face of the corridor and the township, citizens and elected officials have the opportunity to provide a blueprint of the built environment for future generations.

The Land Use element will evaluate existing conditions, identify emerging development patterns, analyze the current zoning scheme, and offer achievable goals and policies to meet the desires of residents and public officials, preserve and reinforce a unique sense of place, and create a vibrant, attractive business district

## 6.2 Existing conditions

***Land in the US 20 corridor area is zoned for a variety of uses, but most land fronting the road itself is zoned for commercial uses. An undesirable strip development pattern is emerging.***

The vast majority of land fronting the US 20 corridor is zoned B-2 Highway Business. However, B-2 zoned land only consists of about half the land within 1,000 feet of US 20.

Table 6-1: US 20 Corridor zoning		
Zoning	Acres	Hectares
B-2 Highway Business	651.3	263.6
A-1 Agriculture	380.9	154.1
M-1 Industrial	143.6	58.1
MH Mobile Home	53.1	21.5
R-2 Single Family Residential	34.4	13.9
A-R Agricultural Residential	23.6	9.6
R-4 Multiple Dwelling Residential	18.8	7.6
R-1 Suburban Residential	4.8	1.9
<b>Total</b>	<b>1310.4</b>	<b>530.3</b>
<i>Includes land 1000' from the road</i>		

US 20 is developing in a strip pattern. There are commercial uses, mostly vehicle-related or semi-industrial, scattered along the road outside of a informal core east of the intersection of Hubbard Road. Other uses lining the corridor include nurseries, mobile home parks, and former motels converted to efficiency apartments. Vacant land also fronts much of the corridor.

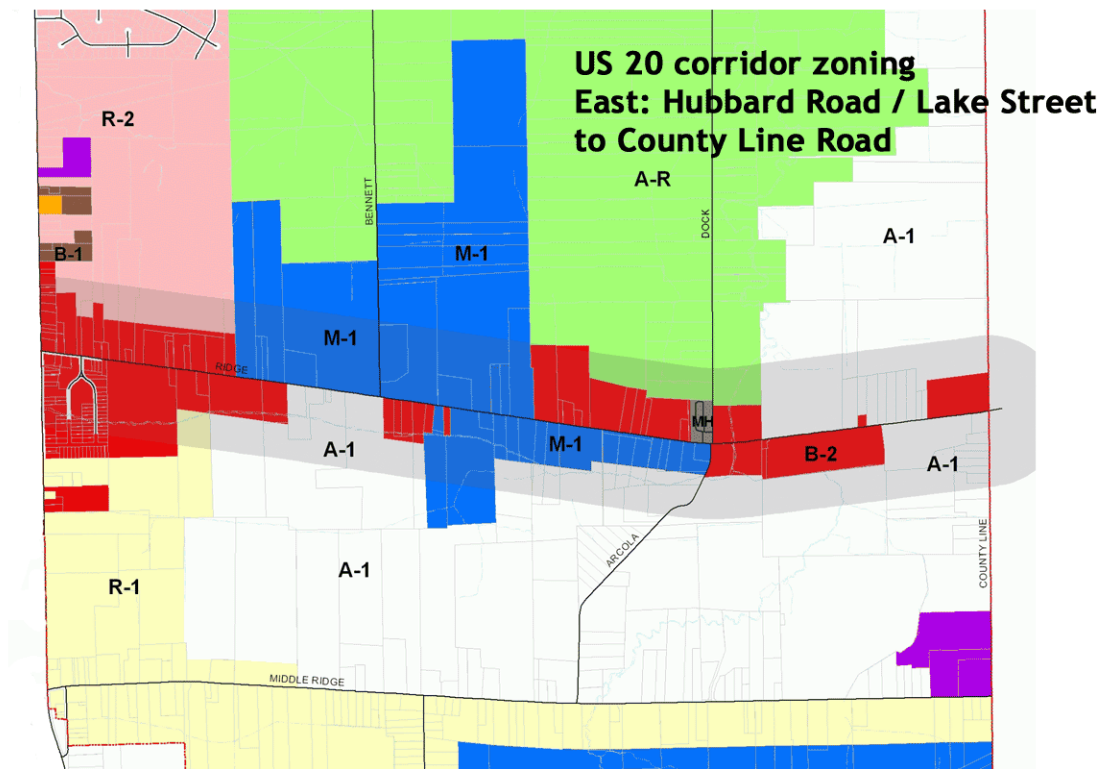
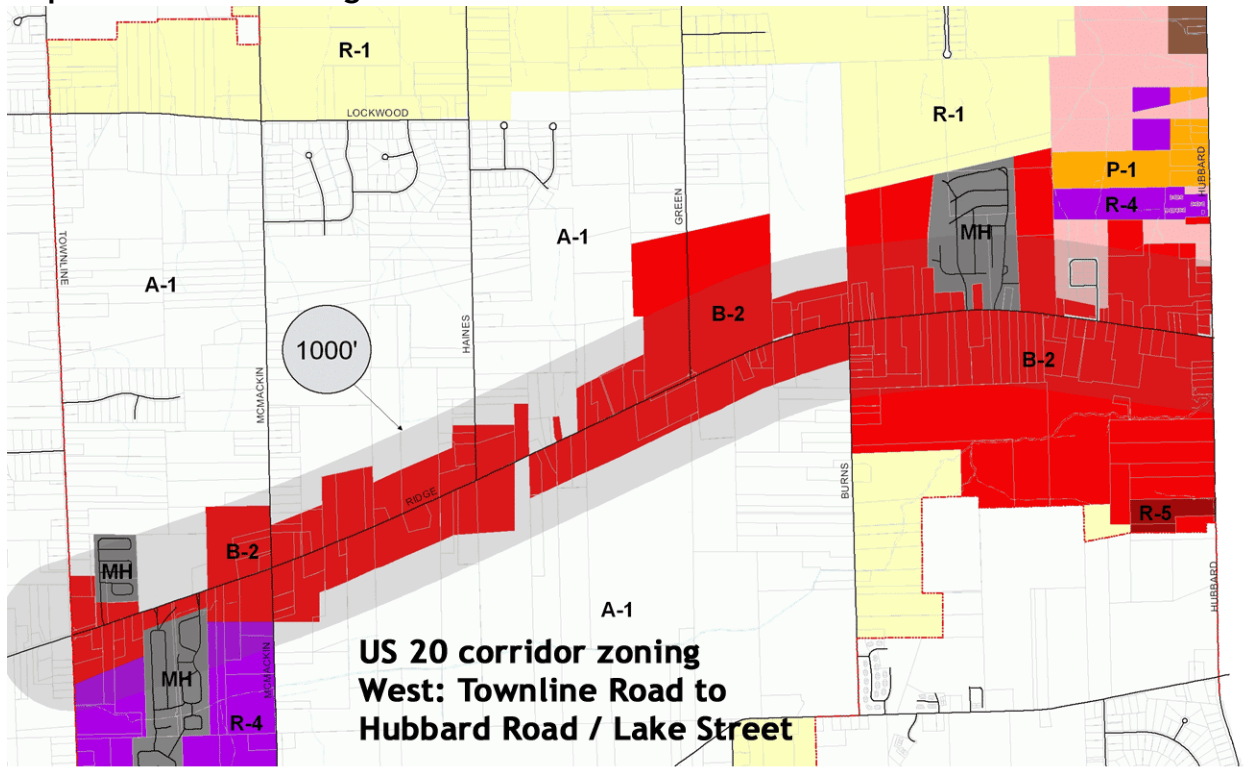
The Madison Township zoning resolution was adopted in 1957. There has never been a complete rewrite of the code, but there have been minor amendments made through the years. The SIC-based land use classification scheme is cumbersome and permits some uses that are inappropriate for a district and contemporary land use issues. These issues can be addressed in an updated township comprehensive plan.

## 6.3 Current zoning

### Permitted commercial uses

***The township zoning regulations incorporate a business classification system that was not intended for land use regulations, making the code inconsistent and difficult to administer. The B-2-highway business zoning district, which encompasses the bulk of land fronting the corridor, is too permissive. Many semi-industrial uses that are incompatible with retail and office uses are permitted in the district.***

**Map 6-1 Current Zoning**





With only a few gaps, the majority of property fronting on US 20 is zoned B-2 (highway business). The B-2 district permits a broad range of uses. Some permitted uses are industrial in nature, and others are intrusive and not usually permitted in general commercial districts in other communities. The following chart shows permitted uses in the B-2 district, comparing them with the P-1 (professional) and B-1 (business) districts.

SIC code	Business type	Zoning district		
		P-1 professional	B-1 business	B-2 highway business
074*	Veterinary services	C	C	C
076*	Farm labor and management services	C	C	C
0781	Landscape counseling and planning	P	P	P
092*	Fish hatcheries and preserves	C	C	C
144*	Sand and gravel mining	C	C	C
152*	Residential building construction	C	C	C
17**	Special trades contractors	N	C	C
20***	Food and kindred products (excluding 2011, 2015, 2047 and 2077)	N	C	C
2426	Hardwood dimension and flooring	N	N	C
2431	Millwork	N	N	C
2434	Wood kitchen cabinets	N	N	C
2700	Printing and publishing	N	N	C
3851	Optomologic goods	N	C	C
386*	Photographic supplies	N	N	C
3873	Watches, clocks, watch cases and parts	N	C	C
41**	Local and interurban passenger transit	N	C	?
42**	Trucking and warehousing (excluding 4226)	N	N	C
43**	US Postal Service	N	C	C
4489	Water passenger transportation	N	C	C
4493	Marina	N	C	C
45**	Transportation by air	C	C	C
472*	Passenger transportation arrangements	P	P	P
48**	Communications	N	N	C
521*	Lumber and other building materials	N	N	P
527*	Mobile home sales	N	N	P
52**	Building materials and garden supplies (excluding 5211 and 5271)	N	P	P
53**	General merchandise stores	N	P	P
54**	Food stores	N	P	P
55**	Automotive dealers and service stations	N	C	P
56**	Apparel and accessory stores	N	P	P
57**	Furniture and home furnishing stores	N	P	P
59**	Eating and drinking places	N	P	P
59**	Miscellaneous retail (excluding 598*)	N	P	P
598*	Fuel dealers	N	C	C
60**	Depository institutions	P	P	P
61**	Non-depository institutions	P	P	P
62**	Security and commodity brokers	P	P	P
63**	Insurance carriers	P	P	P
64**	Insurance agents, brokers and services	P	P	P
65**	Real estate	P	P	P
67**	Holding and other investments offices	P	P	P
70**	Hotels and other lodging places	N	N	P
72**	Personal services (excluding 7216, 7217, 7218, 7219, crematories in 7261 and 7299)	N	N	P
7212	Garment pressing cleaners agent	N	P	P
7215	Coin operated laundries and cleaning	N	P	P
7216	Dry cleaning plants	N	N	C
7217	Carpet and upholstery cleaning	N	N	C
7218	Industrial launderers	N	N	C
7219	Laundry and garment services	N	N	C
722*	Photographic studios, portraits	P	P	P
723*	Beauty shop	P	P	P
724*	Barber shop	P	P	P
725*	Shoe repair and shoe shine	N	P	P
726*	Funeral service, excluding crematories	P	P	P

SIC code	Business type	Zoning district		
		P-1 professional	B-1 business	B-2 highway business
7261	Crematories	N	N	C
7291	Tax return preparation services	P	P	P
7299	Miscellaneous personal services	N	C	C
73**	Business services (excluding 7389)	n/a	n/a	P
7311	Advertising agencies	P	P	P
7313	Radio, TV publisher representative	P	P	P
7319	Advertising	N	P	P
732*	Credit reporting and collection	P	P	P
7331	Direct mail advertising services	N	P	P
7334	Photocopying and duplicating services	N	P	P
7335	Commercial photography	P	P	P
7336	Commercial art and graphic design	P	P	P
7338	Secretarial and court reporting	P	P	P
736*	Personnel supply services	P	P	P
738*	Miscellaneous business services (excluding 7383, 7389, dogs in 7381)	N	P	P
7383	News syndicates	P	P	P
7389	Business services not elsewhere classified	C	C	C
75**	Auto repair, services and parking (excluding 751*, 752* tow in, 7532, 7533, 7534)	N	P	n/a
75**	Auto repair, services and parking (excluding 752* tow in, 7532, 7533, 7534)	n/a	n/a	P
7513	Truck rental and leasing, no drivers	N	N	C
7532	Top and body repair and paint shops	N	C	C
7533	Auto exhaust system repair shops	N	C	C
76**	Miscellaneous repair service	N	N	P
78**	Motion pictures (excluding 7833)	N	P	P
7833	Drive-in motion picture theaters	N	C	C
79**	Amusement and recreation services (excluding 794* and 799*)	N	P	P
794*	Amusement services, commercial sports	N	C	C
799*	Miscellaneous amusements	N	C	C
80**	Health services	P	P	P
81**	Legal services	P	P	P
83**	Social services	P	P	P
86**	Membership organizations with offices only (excluding 864* and 866*)	P	P	P
8631	Labor unions and similar labor services	C	P	P
864*	Client, social and fraternal organizations	C	?	?
866*	Religious organizations	C	?	?
871*	Engineers and architectural services	P	P	P
872*	Accounting, auditing and bookkeeping	P	P	P
873*	Research and testing services	C	C	C
874*	Management and public relations (excluding 8765)	P	P	P
8744	Facilities support services	C	C	C
89**	Services, secretarial	P	P	P

P - permitted by right (green), C - conditional use (yellow), N - not permitted (red), ? - unclear  
 In Ohio townships, traditional agricultural uses, including nurseries, are permitted by right regardless of zoning.

Permitted uses in the Madison Township zoning resolution are based on Standard Industrial Classification (SIC) categories and definitions. The Standard Industrial Classification (SIC) system is a series of number codes that attempts to classify all business establishments by the types of products or services they make available. The SIC system is intended to categorize business and employer types – not land uses – and is not meant to be used as the foundation for a zoning code. There are no SIC codes for houses, parks, vacant land, open space or home improvement centers, for instance.




































A SIC-based code can also be awkward to administer (for instance, allowing all uses under a certain two-digit group of businesses, regardless of their intensity), and restricting those that are not intense yet included under a two-digit group that includes generally disruptive businesses. SIC codes group businesses of a certain type together, but not necessarily of a similar intensity; for example, mobile home dealers are technically in the same SIC group as hardware stores, as are heavy equipment rental and medical equipment leasing. The SIC does not distinguish between craft breweries and massive commercial breweries, a mom and pop chocolatier and a large candy bar factory, or an individual thesis binder and a large commercial bookbinding and printing operation.

Uses permitted by a conditional use permit are not permitted by right in the zoning district, but may be allowed if the owner proves the proposed use will be appropriate at a certain location. In most zoning codes, the intent of conditional review is to give special attention to uses that may be appropriate in a district, but which needs special attention to ensure it would not hurt the surrounding area. For example, a pet supply store may be permitted by right in a commercial zoning district, but a dog day care center would require special review to ensure that noise and odor are kept to a minimum, and that the location will not cause it to bother nearby residents. Conditions can be attached to a conditional use, and the approval may be valid only for a limited time. A conditional use request could also be denied.

In the Madison Township zoning resolution, uses subject to conditional review include not just those that need special attention and conditions to ensure it is compatible, but also industrial uses that are clearly inappropriate for what is supposed to be a commercial zoning district.

Many land uses that would be considered intrusive or industrial in nature are permitted either by right or as a conditional use on land zoned B-2. The following chart describes those uses, along with low-end and vehicle-related commercial uses.

**Table 6-3: B-2 district - permitted low-end, intrusive and semi-industrial uses**

SIC code	Business type	Low-end commercial	Vehicle-related	Industrial/ semi-industrial	Intrusive	Conditional or permitted use
144*	Sand and gravel mining			Yes	Yes	C
152*	Residential building construction			Yes	Yes	C
1711	Plumbing, heating and air conditioning			Yes		C
1731	Electrical work / contracting			Yes		C
1741	Masonry and stone work			Yes	Maybe	C
1742	Plastering and drywall			Yes		C
1743	Tile and marble work			Yes	Maybe	C
1751	Carpentry work			Yes	Maybe	C
1752	Floor laying			Yes		C
1761	Roofing, siding and sheet metal work			Yes	Yes	C
1711	Concrete work			Yes	Yes	C
1781	Well drilling			Yes	Yes	C
1791	Structural steel erection			Yes	Yes	C
1793	Glass and glazing work			Yes		C
1794	Excavation work			Yes	Yes	C
1795	Wrecking and demolition work			Yes	Yes	C
1796	Installation and erection of building equipment			Yes	Yes	C
2013	Sausages and other prepared meat products 			Yes	Maybe	C
2021	Creamery butter 			Yes	Maybe	C
2022	Natural, processed, and imitation cheese 			Yes	Maybe	C
2023	Dry, condensed, and evaporated dairy products 			Yes	Maybe	C
2024	Ice cream and frozen desserts 			Yes	Maybe	C
2026	Fluid milk 			Yes	Yes	C
2032	Canned specialties 			Yes	Maybe	C
2033	Canned fruits, vegetables, preserves, jams, and jellies 			Yes	Maybe	C
2034	Dried and dehydrated fruits, vegetables, and soup mixes 			Yes	Maybe	C
2035	Pickled food, vegetable sauces and seasonings 			Yes	Maybe	C
2037	Frozen fruits, fruit juices, and vegetables 			Yes	Maybe	C
2041	Flour and other grain mill products 			Yes	Yes	C
2043	Cereal breakfast foods 			Yes	Yes	C
2044	Rice milling 			Yes	Yes	C
2045	Prepared flour mixes and doughs 			Yes	Yes	C
2046	Wet corn milling 			Yes	Yes	C
2048	Prepared feed for animals and fowls 			Yes	Yes	C
2051	Bakery products, except cookies and crackers 			Yes	Maybe	C
2052	Cookies and crackers 			Yes	Maybe	C
2053	Frozen bakery products, except bread 			Yes	Yes	C
2061	Cane sugar, except refining			Yes	Yes	C
2062	Cane sugar refining			Yes	Yes	C
2063	Beet sugar			Yes	Yes	C
2064	Candy and other confectionery products 			Yes	Maybe	C
2066	Chocolate and cocoa products 			Yes	Maybe	C
2067	Chewing gum 			Yes	Yes	C
2068	Salted and roasted nuts and seeds 			Yes	Maybe	C
2074	Cottonseed oil mills			Yes	Yes	C
2075	Soybean oil mills			Yes	Yes	C
2076	Vegetable oil mills, except corn, cottonseed, and soybean			Yes	Yes	C
2079	Shortening, margarine, and other edible fats and oils			Yes	Yes	C
2082	Malt beverages (not a brewpub) 			Yes	Maybe	C
2084	Wines, brandy, and brandy spirits (not a vineyard) 			Yes	Maybe	C
2085	Distilled and blended liquors 			Yes	Maybe	C
2086	Bottled and canned soft drinks and water 			Yes	Maybe	C
2087	Flavoring extracts and flavoring syrups 			Yes	Maybe	C
2091	Canned and cured fish and seafood 			Yes	Yes	C
2092	Prepared fresh or frozen fish and seafoods 			Yes	Yes	C
2095	Roasted coffee 			Yes	Maybe	C
2096	Potato chips, corn chips, and similar snacks 			Yes	Maybe	C
2097	Manufactured ice 			Yes	Yes	C
2098	Macaroni, spaghetti, vermicelli, and noodles 			Yes	Maybe	C
2426	Hardwood dimension and flooring mill			Yes	Yes	C

**Table 6-3: B-2 district - permitted low-end, intrusive and semi-industrial uses**


SIC code	Business type	Low-end commercial	Vehicle-related	Industrial/ semi-industrial	Intrusive	Conditional or permitted use
2431	Millwork			Yes	Yes	C
2434	Wood kitchen cabinets (manufacturing, not installation or sales)			Yes	Yes	C
2711	Newspapers: publishing and/or printing 🖨️			Yes	Maybe	C
2721	Periodicals: publishing and/or printing 🖨️			Yes	Maybe	C
273*	Books: publishing and/or printing 🖨️			Yes	Maybe	C
275*	Commercial printing			Yes	Yes	C
2761	Manifold business form printing			Yes	Yes	C
2771	Greeting cards (printing, not just creating)			Yes	Maybe	C
2782	Blankbooks, looseleaf binders and devices			Yes	Yes	C
2789	Bookbinding and related work			Yes	Maybe	C
3851	Optomologic goods (manufacturing) 🖨️			Yes	Maybe	C
3861	Photographic supplies 🖨️			Yes	Maybe	C
3873	Watches, clocks, watch cases and parts 🖨️		Yes	Yes	Maybe	C
4111	Local and suburban transit (yard, not stop)		Yes	Yes	Yes	C
4121	Taxicabs (yard)		Yes	Yes	Yes	C
4131	Intercity and rural bus transportation (yard, not stop)		Yes	Yes	Yes	C
4141	Local bus charter service (yard)		Yes	Yes	Yes	C
4142	Bus charter service, except local (yard)		Yes	Yes	Yes	C
4151	School buses (yard)		Yes	yes	Yes	C
4173	Bus terminal and service facilities		Yes	Yes (service)	Maybe	C
4212	Local trucking without storage		Yes	Yes	Yes	C
4213	Trucking, except local		Yes	Yes	Yes	C
4214	Local trucking with storage		Yes	Yes	Yes	C
4215	Courier services, except by air			Yes	Yes	C
4221	Farm product warehousing and storage			Yes	Yes	C
4222	Refrigerated warehousing and storage			Yes	Yes	C
4225	General warehousing and storage			Yes	Yes	C
4226	Special warehousing/storage (mini-storage)	Yes		Yes	Maybe	C
4231	Terminal and joint terminal maintenance		Yes	Yes	Yes	C
4512	Air transportation, scheduled				Yes	C
4513	Air courier services				Yes	C
4522	Air transportation, nonscheduled				Yes	C
4581	Airports, flying fields, and airport terminal services				Yes	C
4832	Radio broadcasting (includes offices/studios and towers)				Maybe	C
4833	Television broadcasting (includes offices/studios and towers)				Maybe	C
4841	Cable television (includes offices/studios towers and vehicle yards)				Maybe	C
5211	Lumber and other building materials	Maybe			Maybe	P
5271	Mobile home sales	Yes	Yes		Yes	P
5511	Motor vehicle dealers (new and used)	Maybe	Yes		Maybe	P
5521	Motor vehicle dealers (used only)	Yes	Yes		Maybe	P
5531	Auto and home supply stores	Maybe	Yes			P
5541	Gasoline service stations	Maybe	Yes		Maybe	P
5551	Boat dealers	Maybe	Yes		Yes	P
5561	Recreational vehicle dealers	Maybe	Yes		Yes	P
5571	Motorcycle dealers	Maybe	Yes		Maybe	P
5983	Fuel oil dealers	Yes	Maybe	Yes		C
5984	Liquefied petroleum gas (bottled gas) dealers	Yes	Maybe	Yes		C
6141	Personal credit institutions (payday loans)	Yes				P
7216	Dry cleaning plants			Yes	Yes	C
7217	Carpet and upholstery cleaning (plants, not at home)			Yes	Yes	C
7218	Industrial launderers			Yes	Yes	C
7261	Crematories			Yes	Yes	C
7312	Outdoor advertising (not individual billboards, includes sign yards)			Yes	Yes	C
7342	Disinfecting and pest control services			Yes		P
7349	Building cleaning and maintenance services			Yes		P
7353	Heavy construction equipment rental and leasing	Yes	Yes	Yes	Yes	P
7363	Help supply services (day labor agencies)	Yes				P
7381	Detective, guard, and armored car services (includes vehicle yards)			Yes	Maybe	P
7384	Photofinishing laboratories			Yes	Maybe	P
7513	Truck rental and leasing, without drivers	Yes	Yes	Yes	Yes	C
7514	Passenger car rental		Yes		Maybe	P



The B-2 zoning district permits many industrial uses that would otherwise be incompatible with a commercial district, such as this trucking firm.

Table 6-3: B-2 district - permitted low-end, intrusive and semi-industrial uses

SIC code	Business type	Low-end commercial	Vehicle-related	Industrial/semi-industrial	Intrusive	Conditional or permitted use
7515	Passenger car leasing		Yes		Maybe	P
7519	Utility trailer and recreational vehicle rental	Yes	Yes	Yes		P
7521	Automobile parking (dealer storage yards)	Yes	Yes		Yes	P
7532	Top, body, and upholstery repair shops and paint shops	Yes	Yes	Yes	Maybe	C
7533	Automotive exhaust system repair shops	Yes	Yes		Maybe	C
7534	Tire retreading and repair shops	Yes	Yes		Maybe	P
7536	Automotive glass replacement shops	Yes	Yes			P
7537	Automotive transmission repair shops	Yes	Yes		Maybe	P
7538	General automotive repair shops	Yes	Yes		Maybe	P
7542	Carwashes	Yes	Yes			P
7549	Automotive services, except repair and carwashes	Yes	Yes			P
7692	Welding repair		Yes	Yes	Maybe	P
7699	Repair shops and related services (can include small engine repair)	Maybe	Yes	Yes		P
7941	Professional sports clubs and promoters (includes stadiums)				Yes	C
7948	Racing, including track operation (includes auto racing)	Maybe	Yes		Yes	C
8734	Testing laboratories			Maybe	Maybe	C

 - manufacturing, not retail (for example, a commercial bakery, not a retail bakery)

**Low-end commercial** - commercial land uses that are seen as downscale or less than desirable by community officials throughout the country, or where a concentration of such uses would offer the perception of a “honky tonk” environment.

**Intrusive uses** - uses that generate excessive noise, vibration and odor; are usually located in utilitarian structures or visually prominent unattractive sites; generate excessive truck traffic; have large, exposed outdoor storage yards; or which generally display their products in a visually obnoxious manner.

**P** - permitted by right under current B-2 zoning, **C** - conditional use under current B-2 zoning

The SIC-based system has many other inconsistencies. For instance, heavy equipment rental (SIC 7353, under “business services”, 73\*\*) is permitted by right, but truck rental (7513) require conditional use approval. Mobile home sales (527\*) is permitted by right; veterinary clinics (074\*) require a conditional use permit. Regular auto repair (75\*\*) is permitted by right, but a mechanic cannot change a muffler (7533) without a conditional use permit. Sexually-oriented businesses are permitted with no restrictions (at the time this plan was written), but public, private and vocational schools, libraries, museums, and art galleries are not allowed.



Although the B-2 zoning district is intended for general commercial development, for all practical purposes it functions as a rural industrial zoning district that also allows commercial uses. Industrial zoning along the entire US 20 corridor is totally inappropriate. Not only is it bad planning practice to have an industrial strip through the township, but the presence of industrial uses would also be a deterrent to retail and professional businesses.

### **Commercial zoned land**

***There is too much land zoned for commercial uses along the corridor; many times more than what will be needed to meet market demand, even into the distant future. The huge surplus of commercial zoned land drives down real estate prices, attracting low-end businesses to the corridor.***

Along the US 20 corridor, there is a large surplus of commercial zoned land, far more than even future demand warrants. The classic economic model of supply and demand applies to real estate as well as other commodities; if the demand for land in a certain area is high and the supply is limited, the price of that land will be higher than in an area where the demand is low and the supply is larger. Considering the small market size, the large supply of commercial zoned property, along with many factors hindering the demand for development – a small market size, and limited utilities in some areas – hinder the demand and competition for space, and thus keep real estate prices low. Low real estate prices make low-end businesses more viable. When land costs or rent are low, business start-up costs are also low, and low-revenue “filler” businesses such as mini-storage, used car sales and small auto repair shops can be profitable. If commercial zoned land is scarcer, land values will be higher, and thus less attractive for low-end businesses.

### **Industrial zoning**

***With plans for the extension of the Lakeland Freeway having long been scrapped, there is no reason to have M-1 zoned land along the corridor. Land now zoned M-1 is more suitable for commercial and residential use.***

About 144 acres of land along US 20, stretching a distance of a mile and a half between the North Madison Golf Course and Dock Road, is zoned M-1-Industrial. Land in the area was zoned to permit industrial uses in the early 1960s, in response to the recently adopted county plan. A proposed Bennett Road exit for the Lakeland Freeway was to be located in the area, providing convenient access to an industrial corridor that was to stretch the length of northern Lake County, and the new Interstate highway system.

The 1960 plan anticipated massive industrial expansion in the region, accompanied by a booming population. In reality, heavy industry in the region declined after the 1960s, the population growth rate in the county leveled off in the 1970s, and plans for expansion of the Lakeland Freeway east of Painesville were shelved.

Without the Lakeland Freeway, the site is inconvenient for industry; access to I-90 is awkward and runs through the historic downtown Madison Village. With a surplus of industrial land in eastern Lake and western Ashtabula counties, there is little demand for vacant industrial sites in the area. With relatively low real estate prices, the area may attract only low-end industrial uses that may be seen as undesirable. Underlying zoning along the US 20 corridor already permits many industrial uses, the presence of which could ward off much-needed mid-end retail and office development. This plan recommends removing the M-1 zoning designation from land in the US 20 corridor.

### **Agricultural and residential zoning**

***Agricultural and residential zoning makes up much of the land in the corridor area, but very little actually fronts US 20.***

Madison Township has two agricultural zoning designations; A-1 Agricultural and A-R Agricultural/Residential. A-1 Agricultural zoning functions as a residential district, with a minimum lot size of 20,000 square feet. A-R Agricultural/Residential zoning has a larger minimum lot area: 217,800 square feet per household. Agriculture-related uses such as farm stands are permitted, but the zoning resolution is unclear about uses such as retail nurseries and agri-tourism operations. About 400 acres of land in the corridor is zoned either A-1 or A-R.

By state law, farming and agriculture are allowed in all zoning districts in a township. Many nurseries are located on land zoned R-1 – Single Family Residential, which also has a minimum lot size of 20,000 square feet. The average size of a farm in Lake County is 47 acres. The relatively small lot sizes make it difficult to protect agricultural operations from residential encroachment. (Preservation of farmland is discussed in section 6.8)

Residential zoned property comprises about 115 acres in the corridor. About 46% of that is land zoned M-1 Mobile Home. The corridor area includes three mobile home parks and one mobile home dealership, two of which are located near the western border and one is located by Dock Road. In the written survey, mobile home parks were seen as the least desirable from a choice of 27 different types of land use respondents would like to see along the corridor. This plan does not recommend the expansion of mobile home parks or M- zoned areas along the US 20 corridor.

About 19 acres of land in the corridor area is zoned R-4 Multifamily Dwelling. Apartments ranked as the third least desirable use along the corridor in the written survey. There is a perception that apartments are home to mainly low-income families, that they will burden public utilities and schools, and that they

lower property values. However, they are an ideal buffer between commercial and lower-density residential uses, providing the “rooftops” that can attract more retail development, and provide housing to those working in nearby retail businesses. While apartments in exurban areas tend to cater to lower middle class households, in suburban and urban areas many apartment complexes and towers are marketed and priced to appeal to a more upscale crowd.

R-1 and R-2 single family zoning districts apply to about 39 acres (16 hectares) in the corridor. Single family houses ranked as the 13<sup>th</sup> most desirable use along the corridor. However, single family houses may not be an appropriate use along a busy road like US 20.



## 6.4 Strip development

***Commercial uses are now scattered along the US 20 corridor, in part because of strip zoning. Retail development must be concentrated in a limited area to maintain a vibrant business district, prevent future traffic congestion, and preserve the value of commercial real estate. Light non-retail commercial uses may be appropriate in other parts of the corridor.***

Many issues stemming from strip commercial development are raised in the US 20 Corridor Plan.

Over the last 50 years, auto-dependent commercial development has developed along highways to the point where it dominates the form and character of area communities. Commercial and semi-industrial strip development, such as the area along the North Ridge Road/US 20 corridor, is one result of such development.

Extending over long stretches of frontage, linear strip may decrease the price of land, cause traffic congestion by allowing development that will interfere with the function of North Ridge Road/US 20 as a through route, prevent the creation of a vibrant commercial district, and reduce a community's sense of place or 'front door.' Madison Township is not alone. Excepting the nurseries, the North Ridge Road/US 20 strip resembles that of most other exurban communities in Ohio. Controlling strip development can seem difficult, because its growth is incremental; it happens so slowly that it is not viewed as a crisis until problems with traffic, noise and aesthetics become noticeable.

Current zoning allows for commercial and semi-industrial development to be located out along almost the entire route of North Ridge Road/US 20 in the township. North Perry Village also faces similar issues following the North Ridge Road/US 20 corridor. In Madison Township, North Perry Village and Perry Township, development along the corridor occurs in a piecemeal fashion.

An alternative to a strip development pattern, yet still meets the demand for retail space, is to designate retail clusters or nodes around major intersections and limit retail uses on the rest of the corridor. These nodes can be planned to integrate other commercial, office, and housing development, along with retail uses. While recognizing the desire for commercial zoning along US 20, this plan recommends a similar policy where applicable. Commercial development should be encouraged initially along major intersections, with commercial district expanding linearly only when needed; for instance, lining Hubbard Road or South Madison Road for thousands of feet. Consideration should be given to the amount of undeveloped commercial zoned land in the township when analyzing requests for commercial rezones.

The plan recognizes US 20 is key to the commercial and light industrial base to the Township. The expansion of utilities along US 20 creates a more attractive option for commercial uses. In a best case scenario, development should be encouraged to these areas first before expanding further down the corridor. Design guidelines are encouraged in the future to help project a unified development scheme over the long-term.

## **6.5 Retail diversity**

***Retail businesses along the US 20 corridor meets the day-to-day needs of area residents, but there is little in the way of mid-end retail or dining options. Residents want more choices for shopping and entertainment.***

When Wal-Mart officials announce they are building a store in a community, often the news meets a very frosty reception. In Madison Township, the reaction was much different; residents were generally enthusiastic about the arrival of the big box retailer. Why?

A recurring theme of written survey responses and public meeting comments was that "there's no place to shop." Most consumable goods such as groceries and drugs could be found in the township, but the options for clothing, furniture, appliances, and other durable and dry goods is extremely limited. The selection of restaurants is also very limited; either small diners with limited hours, taverns with a kitchen, or fast food. There are no movie theaters, miniature golf courses, arcades, bowling alleys, or other outlets for entertainment. Low-end uses such as dollar stores are common.

Retailers often have very firm ideas about what is considered an ideal location, and these ideas do not necessarily mesh with what a community has to offer. While a city or township has sites where it would like to see a store or restaurant locate, the retailer has its own ideas about where it would like to go. More often than not, these sites are not the same.



Despite a lack of competition, Starbucks is unlikely to locate in Madison Township until after stores have been opened in other locations the chain considers more lucrative. The chain prefers locations with a high percentage of well-educated residents in their 20s and 30s, a large nearby employment base of office workers, or along a busy commuting route to an office district.

- Potential return on investment.

Each of these criteria carries a different weight, depending on the type of business. A bookstore may place a greater emphasis on the education and income in an area, while chain restaurants often look at the employment base in the area, so they can profit from lunch as well as dinner business. Sewer service is more important for uses that generate plenty of wastewater, such as sit-down restaurants.

Lack of competition in the area, a lack of retail development, vocal resident demand, and a positive “gut feeling” are, unfortunately, only considered very minor factors in site selection, if at all. Property taxes and leniency of zoning and architectural regulations are usually not considered at all.

All businesses seek a high potential return on investment. A store may make a profit in Madison Township, but if there is the opportunity of a greater return in another area, the chain will locate an outlet there instead, not developing in the township until most of the other more lucrative locations have been developed.

The mantra of commercial developers is “retail follows rooftops.” However, the population of Madison Township and surrounding communities is growing at a slow pace. Among site selection specialists, the

Retail and restaurant site selection specialists often use a formula to determine whether a market is a viable location for a store or restaurant. Criteria determining an ideal location is mostly quantitative, and usually includes the following:

- Population living in a certain radius (mileage and driving time).
- Percentage of families versus singles in a certain radius.
- Average family and household income in a certain radius.
- Average age of the population in a certain radius.
- Cumulative income of all people in a certain radius.
- Education level in a certain radius.
- Number of jobs in a certain radius.
- Traffic volume at a location.
- Utility availability at a location.
- Proximity of other mid- and high-end retail development (positive).
- Proximity of low-end commercial development (negative).
- Property size and geometry.



There is no shortage of fast food restaurants along the US 20 corridor. Unfortunately other dining options are far more limited.





Low-end businesses that line US 20 don't cater to the day-to-day needs of most area residents.

small, low-density population base of the area is a liability compared with more populated areas. However, the presence of Wal-Mart, and the increased traffic the store will generate, may attract the attention of national retailers scouting for new store locations.

Because the population base is small, stores selling very specialized or high-end products will probably not locate along the corridor. The middle-class, blue-collar demographics of Madison Township and the surrounding area, however, is highly sought-after by mid-end retail chains such as Home Depot, Michael's and Old Navy.

New retail businesses will not be attracted to Madison Township by handouts and incentives, low taxes, or lenient zoning regulations. Instead,

they will look at the population within an easy driving distance of the store, the average income of those living nearby, high traffic volumes, utility availability, and the prospect of a high return on their investment compared to other possible locations.

The township may be able to establish a quota on fast food restaurants, requiring that a full-service sit-down restaurant be opened for every fast food outlet that is opened in the township. This might not spur the development of sit-down restaurants, but such a quota can control the proliferation of fast food restaurants.

Despite the challenge in attracting desired businesses, community officials can be proactive in promoting the US 20 corridor as an ideal site for mid-end stores and restaurants. To attract new retail businesses, national retailers and their site selection specialists must be convinced to look past their traditional formulas. Working closely with land owners, networking with commercial developers in the area, and attending events such as the International Council of Shopping Centers conference is encouraged.

## 6.6 Vehicle-related uses

*Used car dealers, auto body shops, and other vehicle-related uses make up a disproportionately large number of businesses along the US 20 corridor. The agglomeration of low-end vehicle-related businesses can ward off prospective mid-end*



Vehicle-related uses such as used car lots and auto mechanics are common along the US 20 corridor.

**businesses and new residents. Vehicle-related businesses should not dominate the US 20 corridor.**

The US 20 corridor is home to a growing number of vehicle-related uses, such as auto dealers, mechanics, body shops, and accessory and parts stores.

Most vehicle-related uses in the township are visually unappealing, and are typified by prefabricated metal buildings, continuous curb cuts, parking areas with no landscaping, and garish displays such as pennants or oversized flags.

Table 7-4: Vehicle-related uses	
Use	Number
Used vehicle sales	11
Auto/vehicle repair	8
Auto/vehicle parts sales	4
Auto/vehicle collision and body repair	4
New vehicle sales	2
Auto/vehicle rental	1
Gas station	1
Recreational vehicle sales	1
Boat repair	1

The reasons for the proliferation of auto dealers along the US 20 corridor is explained earlier in this section; the price of commercial zoned land is low, allowing a used car dealership to make a profit even if the volume of sales are small. Vehicle dealers and other mechanical commercial uses generate almost no wastewater, so the availability of sewer service is not critical.

Vehicle-related uses tend to agglomerate together in an “auto row.” Mechanical commercial businesses, such as heavy equipment rental, propane sales and contractor supply yards, also tend to locate near concentrations of vehicle-related businesses. Once a commercial pattern such as an “auto row” is established, it perpetuates itself, making it harder to attract other types of businesses. Auto rows also present a poor impression of the host community.

While there is a need for vehicle sales and service, there is no reason for their concentration in the township along the US 20 corridor. This plan recommends to limit vehicle-related and mechanical commercial uses.

## 6.7 Semi-industrial uses

***There are many semi-industrial uses along the US 20 corridor, such as trucking and excavating firms. These uses are not appropriate for a commercial district, and they should eventually be relocated to a district that is better suited to their needs if the US 20 corridor is going to thrive.***

The B-2 zoning district is intended for general commercial and retail development. As described in section 6.3, many semi-industrial uses that are inappropriate for commercial areas are permitted in the district. Semi-industrial uses established in the corridor range from plumbing and HVAC contractors to trucking and excavation firms. Their number is not large, but they can be intrusive. Semi-industrial uses in the district are on unscreened, unlandscaped sites with unattractive buildings; poorly designed signage; poor access management; tall chain link fences topped by barbed wire; and visually prominent outdoor storage of vehicles, supplies and raw materials.



Permitting industrial uses along the entire US 20 corridor is contrary to the desired goals of this plan. Not only is it bad planning practice to have an industrial strip through the township, but the presence of industrial uses would also be a deterrent to retail and professional businesses, and hurt the perception of the township.

### 6.8 Nursery and agricultural preservation

Table 6-5: Semi-industrial uses	
Use	Number
Plumbing and HVAC	3
Building and contracting	2
Mini-storage facility	2
Excavation	1
Trucking firm	1
Septic tank service	1
Millwork	1
Welding and fabricating	1
Marine towing	1
Masonry construction	1
Equipment rental	1
Machine shop	1



Semi-industrial uses, such as trucking terminals, machine shops and excavating firms, are permitted along most of the US 20 corridor.

*The nursery industry is an important and valued part of the economy and identity of Madison Township, and should remain so.*

Preservation of nurseries was ranked the ninth most important issue among 24 issues in the written survey. Among residents, it was ranked the eighth most important issue, but it ranked 20<sup>th</sup> among businesspeople. Nurseries ranked third among 27 types of uses respondents wanted to see along the corridor. In the image preference survey, photos showing nurseries were ranked as the most favorable of all images depicting Madison Township, and ranked high overall.

Some may view nurseries as underused land awaiting development, but in reality they are a

very important part of the economy of the township. In 2002, the market value of production from all nurseries in Lake County, the bulk of which are located in Madison Township, Perry Township and North Perry Village, was \$69,763,000, accounting for almost 96% of the market value of all agricultural products produced in the county. Lake County, despite being a mainly suburban and exurban area, ranked 11<sup>th</sup> among the state's 88 counties for the total value of agricultural products in 2002, and 34<sup>th</sup> among the 3,078 counties in the United States for nursery products. Lake County



Vehicle-related uses often project a honky-tonk appearance.

ranks 21<sup>st</sup> among all counties in the country for total nursery acreage.

Along with the economic benefits, nurseries also contribute to the character and “sense of place” of Madison Township. Nurseries are a feature of the landscape that defines the township, making it feel distinct from other exurban communities in the area. Along the US 20 corridor, nurseries provide visual relief from low-quality commercial development, and breaks up strip development.

The (draft) Lake County Comprehensive Plan places a great emphasis on preserving agriculture in the County. Goals of the plan include:

- Updating zoning regulations to establish agricultural districts and secure areas.
- Discouraging road and utility encroachment into farmland.
- Ensuring development does not harm the viability of agricultural operations.
- Considering unique soils when planning for development, and encouraging local governments to protect them.
- Maintain buffers between agricultural and non-agricultural uses.
- Promotion of agri-tourism.
- Minimal regulation of agricultural operations, to the extent of protecting health, safety and welfare.
- Adopting design regulations requiring exurban and rural residential and commercial development to maintain the open character of rural areas.
- Discouraging the provision of urban level services and infrastructure in agricultural areas.
- Educating the public on economic and environmental importance of a balanced community that includes farmland.



This nursery is across the street from the Wal-Mart site.

A separate Farmland Preservation Plan was adopted in 2001, with the objective of saving remaining economically viable farmland in the county. Goals of the plan were incorporated into the County plan.

## 6.9 New zoning districts

*New zoning districts should be added to help develop the corridor.*

This plan recommends that a general retail district be created to meet both the day to day needs of the residents of the township and to meet their desires for upscale dining and upscale merchandise. This plan would like to see the office uses and retail uses be separated in their own district with limited overlap. This plan also recommends the creation of a new zoning district to accommodate heavy commercial in predefined areas. This would provide a more appropriate area (where utilities are planned) for light industrial uses and commercial uses that are recommended to be removed from the existing B-1 and B-2 areas. Where appropriate, this zone may be used for limited retail and office use.



This plan recommends a reduced, simplified and more logical categorization of permitted uses in commercial districts, making their use consistent across all zoning districts, and ensuring permitted uses are appropriate to the district and the long-term goals of this comprehensive plan.

An Open Space Development (OSD) overlay zone is recommended along the flood prone areas of Arcola Creek, south of Route 20. This area is currently zoned B-1, but heavily restricted due the FEMA designation. If developed, land uses should be clustered in the most appropriate locations and key natural resource and open space areas left untouched.

An overlay zone should be created to cater to agri-tourism and other agricultural commercial districts that do not meet the definition of agriculture in ORC 519.



Nonconforming uses would be allowed to continue, but would eventually be phased out.

## 6.10 Nonconforming uses

***Rezoning will turn many existing businesses into nonconforming uses. Nonconforming uses are allowed to stay, but they should be phased out through attrition and voluntary relocation. Actions that would prolong and solidify nonconforming uses are not recommended.***

A nonconforming use, often called a “grandfathered use,” is an existing structure or use of a property which was legally established and operated, but is later not permitted under the current zoning regulations. A use might become nonconforming because the zoning district or regulations change. adoption of changes to a zone to reflect new laws.

With the implementation of new zoning regulations and districts, many existing uses in the US 20 corridor will become nonconforming. Nonconforming uses, buildings and structures may continue to be used and maintained, subject to provisions in the township zoning resolution that limit expansion, changing the use to another use that is no longer permitted in the district, or re-establishing a nonconforming use after it has been abandoned for a certain time. The right to maintain a nonconforming use, building or structure runs with the land and is not terminated by a change in ownership. However, nonconforming uses must eventually be phased out to meet the intent of the zoning resolution and this plan.

As an example, if a property with a used car dealership is rezoned for office use, the used car dealership is permitted to continue operation, even though the use may no longer be permitted by the zoning resolution. However, the dealership cannot expand, and they cannot add services, such as auto rental or repair that would exacerbate the nonconformity. If the building housing the dealership is destroyed in a fire, it cannot be replaced. If the dealership closes, a new dealership cannot open at the site if more than a year has passed. The building and site can be maintained, but improvements that increase the lifespan of the use are not permitted; for instance, paving a gravel parking lot.

Changing nonconforming use regulations, granting variances, or rezoning property to allow nonconforming uses to expand, be replaced after abandonment or destruction, or otherwise continue in a way that defeats the purpose of this plan is not recommended.

## 6.11 Goals and strategies

**LU-1**      **The US 20 corridor should not take the form of a long commercial strip or a collection of random land uses, but rather have distinct, well-defined and geographically limited commercial centers or nodes.**

**LU-1-S1**   Amend the zoning resolution to add a zoning district specifically for more intensive commercial and retail uses in the US 20 corridor. Permitted uses, setbacks, and bulk requirements should be the spirit of recommendations in the plan text.

<b>Priority</b>	low 1 2 3 4 5 6 7 <b>8</b> 9 10 high
Needed to prevent US 20 from becoming a long commercial strip – which would hurting traffic flow and increase congestion. Residents were strongly opposed to strip development; businesses were ambivalent. The resulting commercial node is about 1.5 miles (2.5 km) long; technically a strip, but much shorter.	
<b>Ease of implementation</b>	difficult 1 2 3 4 <b>5</b> 6 7 8 9 10 easy
Amend zoning resolution to add requirements and standards. May be some opposition from businesses and property owners, mainly for other regulations that will affect commercial and retail development and uses.	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
Writing and adopting a zoning resolution amendment.	
<b>Timeframe</b>	Within six months of plan adoption; with zoning resolution amendments addressing other issues in this plan.

**LU-1-S2**   Amend the zoning resolution to add a zoning district specifically for neighborhood commercial and personal service uses in the US 20 corridor. Permitted uses, setbacks, and bulk requirements should be the spirit of recommendations in the plan text, with the intent of providing a small commercial district that serves the convenience needs of area residents.

<b>Priority</b>	low 1 2 3 4 5 6 7 <b>8</b> 9 10 high
Needed to prevent US 20 from becoming a long commercial strip. Preserves small commercial nodes in the area, but deemphasizes vehicle-related uses.	
<b>Ease of implementation</b>	difficult 1 2 3 4 <b>5</b> 6 7 8 9 10 easy
Amend zoning resolution to add requirements and standards. May be some opposition from businesses and property owners, especially those with vehicle-related uses that will become non-conforming.	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
Writing and adopting a zoning resolution amendment.	
<b>Timeframe</b>	Within six months after plan adoption.

**LU-2**      **Agricultural uses and nurseries should remain as a dominant feature along the US 20 corridor.**

- LU-2-S1 Agricultural secure areas. Prevent the conversion of agricultural secure areas in the US 20 corridor, as defined by the Lake County Comprehensive Plan and the township comprehensive plan.
- LU-2-S2 Support local agribusiness. Purchase all landscape plants needed for landscaping improvements in the public right-of-way and on public land from nurseries in the township and surrounding area. Encourage developers to purchase landscape plants from local nurseries.
- LU-2-S3 Road improvements and agricultural areas. Ensure future public improvements do not encroach on or harm the viability of agricultural land.
- LU-2-S4 Adjacent non-agricultural uses. Discourage development that could have an adverse impact on existing and future agricultural operations and lands. Consider impacts on existing agricultural operations as criteria for development approval, and require mitigation for any detrimental impacts. This includes considering the impact to the drainage pattern and water supply on existing agricultural operations and fallow agricultural land.
- LU-2-S5 Conflicts between uses. Require buffers and/or other design elements to minimize potential conflicts between agricultural uses and adjacent non-agricultural uses.
- LU-2-S6 Economic opportunities. Permit agri-tourism related uses and direct-to-consumer retail operations at nurseries. Consider agricultural operations in the same manner as industrial uses for economic development efforts and objectives.

<b>Priority</b>	low 1 2 3 4 5 <u>6</u> 7 8 9 10 high
Agricultural preservation is considered a high priority among residents, but the business community is more ambivalent. Nurseries scored as very desirable in the image preference survey. Nurseries and agricultural land provide visual relief that minimizes a strip-like appearance along US 20.	
<b>Ease of implementation</b>	difficult 1 2 3 4 5 <u>6</u> 7 8 9 10 easy
Amend zoning resolution to add requirements and standards. Work with state and county agencies and developers to ensure projects have a minimal impact on agricultural land.	
<b>Cost of implementation</b>	low <u>1</u> 2 3 4 5 6 7 8 9 10 expensive
Writing and adopting zoning resolution amendments. JEDD revenue earmarked for landscaping improvements.	
<b>Timeframe</b>	Continuous.

- LU-3 A variety of commercial and retail services should be provided in the US 20 corridor. Low-end uses should not be predominant or permitted to agglomerate in one area.

- LU-3-S1 Mechanical commercial uses. Limit vehicle-oriented and mechanical commercial uses (gas stations, vehicle sales and repair, auto body, auto parts stores, and similar uses as described in the plan) to a small percentage. This is to prevent the proliferation of mechanical commercial uses.

*Mechanical commercial uses include the following:*

- \* Gas pumps at convenience stores and supermarkets,
- \* Gas stations, including those with co-branded uses such as restaurants and convenience stores,
- \* Vehicle repair,
- \* Any business whose primary function is the sales, rental, servicing, repair, cleaning and modification of motorized vehicles and/or self-propelled items powered by liquid and gas fuel and fuel cell powered engines; and the sales, service and installation of parts and accessories for such vehicles and items.

<b>Priority</b>	low 1 2 3 4 5 6 <b>7</b> 8 9 10 high
Vehicle-related uses ranked low in the image preference survey, and were seen as the least desirable uses according to the results of the corridor survey, by both resident and business respondents. Such uses can agglomerate, and discourage what are seen as more desirable uses from locating in the area.	
<b>Ease of implementation</b>	difficult 1 2 3 4 5 6 <b>7</b> 8 9 10 easy
Amend zoning resolution to add requirements and standards. May be some opposition from businesses and property owners.	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
Writing and adopting a zoning resolution amendment.	
<b>Timeframe</b>	Within six months of plan adoption.

**LU-4 Vacant commercial space along US 20 should be kept to a minimum.**

- LU-4-S1 Non-compete leases. Work with Lake County officials to adopt laws that ban non-compete clauses in leases that keep vacant retail space from being reoccupied.

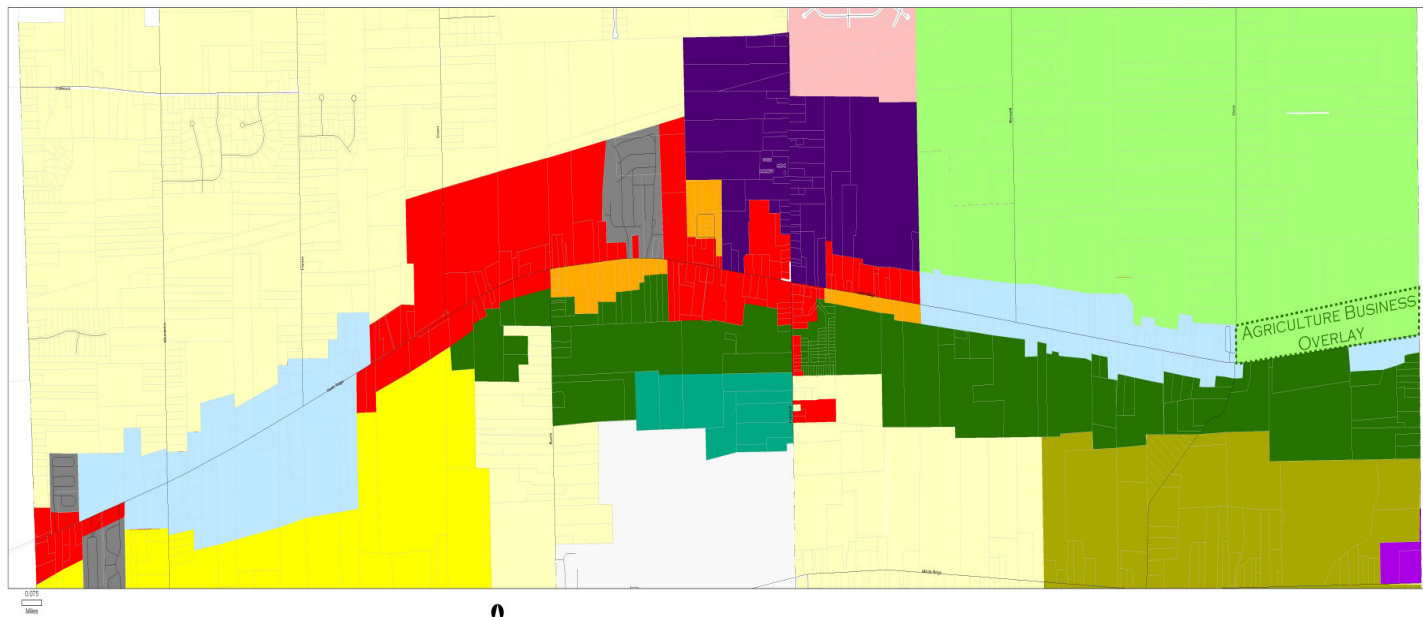
<b>Priority</b>	low 1 2 3 4 5 <b>6</b> 7 8 9 10 high
Maintenance of vacant retail buildings is a concern of the corridor plan committee. Vacant retail buildings can impact the value of adjacent properties, and drive down rents, which could possibly increase the number of low-end businesses.	
<b>Ease of implementation</b>	difficult 1 2 <b>3</b> 4 5 6 7 8 9 10 easy
The Township may not be able to adopt such regulations, but the County could. This is uncharted territory; only a few cities and counties have banned non-compete covenants, but the number is growing as vacant big box stores begin to litter the landscape.	
<b>Cost of implementation</b>	low 1 <b>2</b> 3 4 5 6 7 8 9 10 expensive
Writing and adopting regulations.	
<b>Timeframe</b>	Within two years of plan adoption.

- LU-4-S2 Reuse plans for big box stores. Require a binding developer's agreement for new big box stores (those above 40,000 square feet), that will address ways of preventing the building from being vacant for extended periods.

<b>Priority</b>	low 1 2 3 4 5 6 <b>7</b> 8 9 10 high
Maintenance of vacant retail buildings is a concern of the corridor plan committee. Vacant retail buildings can impact the value of adjacent properties, and drive down rents, thus making the area more attractive to low-end or undesirable retail uses.	
<b>Ease of implementation</b>	difficult 1 2 3 4 <b>5</b> 6 7 8 9 10 easy
Amend zoning resolution to add requirement for a developer's agreement. May be uncharted territory for an Ohio township.	
<b>Cost of implementation</b>	low 1 <b>2</b> 3 4 5 6 7 8 9 10 expensive
Writing and adopting regulations.	
<b>Timeframe</b>	Within two years of plan adoption.



**Map 6-2 Future land use map**



- ◆ Proposed Heavy Commercial
- ◆ Proposed Senior PUD
- ◆ Proposed Openspace Development
- ◆ Proposed Mixed Use PUD
- ◆ Proposed Rural Residential (.75-2 ac.)
- ◆ Proposed Rural Residential (2-4 ac.)
- ◆ R-1, Suburban Residence
- ◆ R-2, Single Family
- ◆ R-4, Multiple Dwelling
- ◆ R-5, Multi-Family: Medium to High Density
- ◆ MH, Mobile Home
- ◆ A-R, Agricultural Residential
- ◆ A-1, Agriculture
- ◆ B-1, Business
- ◆ B-2, Highway Business
- ◆ P-1, Professional
- ◆ M-1, Industrial
- ◆ S-1, Green Area

# 7 Built and natural environment

## 7.1 Introduction

Concerns about the built and natural environment along the US 20 corridor took a back seat to traffic and utilities. However, the appearance of the corridor is a key factor in its future success. Unattractive and undistinguished development offers a negative impression of Madison Township. However, there is much potential – and support – for higher standards.

Arcola Creek and its watershed run through the US 20 corridor. The natural drainage function and sensitive ecosystem of the creek and watershed are impacted by development in the US 20 area.

This element examines what is on the ground in the corridor area, both manmade and natural. Existing development will be evaluated and critiqued. Recommendations of this element are intended to shape the built environment in the corridor so it reflects well on Madison Township through development that is visually attractive, functionally efficient, and contributing to a sense of place. The plan also makes recommendations that will help protect Arcola Creek as the corridor grows.



## 7.2 Community identity

*The landscape along US 20 through Madison Township appears the same as in other communities up and down the road. The township can distinguish itself through high quality development, branding, gateways, and other visually distinctive features.*

Approaching Madison Township on US 20 east from Geneva Township, or west from Perry Township, it is difficult to know exactly when you've crossed the township line. The development pattern along US 20 east of Painesville varies little from township to township; houses, former motels, nurseries, garden centers, vehicle dealers, and convenience retail scattered along the corridor. A large number of commercial buildings are prefabricated or utilitarian, not just in Madison Township. The township line sign provides the only evidence that a driver crossed into Madison Township.



Wal-Mart in Framingham, Massachusetts. National corporations will forego their “prototype” buildings and build a structure that better respects local character - but only if they are required to. “Trade dress” or “prototype” Wal-Mart stores rated low in the image preference survey; stores exhibiting unique architectural design were highly rated.

Concerns about community identity tended to rank low in surveys, and were not mentioned in public meetings. The relative silence regarding community identity bucks a growing national trend of increasing concern about the homogenization of the built environment, the decreasing influence of local culture and traditions, and a lack of rootedness and emotional attachment to a place. These are issues that may be addressed in a township-wide comprehensive plan.

Many of the recommendations made in this plan, if implemented, will over time result in a physical environment, and development pattern that will clearly distinguish the Madison Township section of US 20 from its neighbors.

This plan also recommends basic community branding to help reinforce a distinct identity, identify and market

Madison Township and the US 20 corridor much like a product. Distinctive and tasteful welcome signs – not a metal highway sign – should greet drivers crossing the township line. Street name signs in the US 20 corridor area should also break from the mold of a standard green rectangular metal sign. Public art that reflects local culture and customs should be considered at gateways and strategic intersections.

### 7.3 Architectural design

***Residents are not happy with the appearance of most development along the US 20 corridor. Typical commercial development in the US 20 corridor takes the form of pre-fabricated metal structures, utilitarian boxes, and stock corporate architecture. Architectural control regulations can be easily implemented to make development along the corridor more appealing, and improve the image of Madison Township.***

There are no regulations governing the appearance of commercial development in Madison Township. National chains establishing a location in the township usually build a default “prototype” building. Such buildings usually have little architectural detailing, and are designed to reinforce corporate identity and function as a sign, regardless of its compatibility with community character. Most multi-tenant buildings in the township are designed with lost cost as the primary consideration, and are typically very utilitarian. In the image preference survey, images showing commercial buildings in Madison Township scored much lower than buildings in communities with strict architectural regulations.

Although there are no architectural regulations, township staff negotiated with Wal-Mart to upgrade some elements of their proposed building. To their credit, Wal-Mart officials agreed to some upgrades. However, the final design is still not as well thought-out and detailed as many other new Wal-Mart stores in other communities. Wal-Mart officials stated that one reason higher quality design was not considered was because the area is not as affluent as some other new store locations.

The fact that land is cheaper, businesses have less money to invest in a structure, or that incomes are lower than in more affluent suburbs are not justifiable excuses for poor architectural design. Just because Madison Township has cheaper land or a lower household income than some more affluent





Colony Place in Charlotte, North Carolina. This shopping center is not just a simple box with superficial architectural ornamentation, but incorporates features such as projections, recesses, plentiful windows at eye level, clear definition of building entrances, steep rooflines, and hidden rooftop mechanical equipment. This image rated at the top of the image preference survey.



By comparison, multi-tenant retail buildings along the US 20 corridor tend to be utilitarian in design, and are seen as unattractive by residents.

suburbs are not valid reasons to accept poorly designed buildings that would otherwise be rejected in other communities.

The new Wal-Mart Supercenter was approved before townships were given the power to regulate building architecture. State Senate Bill 18 (125<sup>th</sup> General Assembly) now allows townships to adopt architectural design regulations, with the exception of regulating specific building materials. The bill reads:

*519.02 ... Except as otherwise provided in this section, in the interest of the public convenience, comfort, prosperity, or general welfare, the board by resolution, in accordance with a comprehensive plan, may regulate the location of, set back lines for, and the uses of buildings and other structures, including tents, cabins, and trailer coaches, and the uses of land for trade, industry, residence, recreation, or other purposes in the unincorporated territory of the township, and may establish reasonable residential landscaping standards and residential architectural standards, excluding exterior building materials, for in the unincorporated territory of the township;*

The bill also gives townships the power to appoint an architectural review board, or allow the zoning administrator to enforce architectural regulations.

*Sec. 519.171. The board of township trustees may create an architectural review board to enforce compliance with any zoning standards it may adopt pertaining to landscaping or architectural elements in areas zoned for residential use. The board of township trustees shall adopt the standards and procedures for the architectural*

*review board to use in reviewing zoning permit applications for compliance with those landscaping or architectural standards. If the board of township trustees does not create an architectural review board, it may delegate this enforcement authority to the zoning inspector or the zoning commission.*

Architectural review boards are common in Ohio, but outside of the state architectural regulations are more often administered by a planner or zoning administrator, with design approval subject to the decision of a planning or zoning board. To keep the development review process streamlined, this plan recommends architectural review by the zoning administrator, with plan approval by the zoning board.

Architectural regulations for commercial structures should address the following:

#### Building mass

- Prohibit large simple building footprints; require variations in the footprint that are not superficial.

#### Exterior walls

- Pattern: require repeating, offset, reveal, pilaster, projecting ribs, fenestration patterns, piers, color change, texture change, material module change.
- Base: require recognizable wainscot.
- Top: require cornice treatments, overhangs, brackets, stepped parapets.
- Four sided design: walls must include materials and design characteristics consistent with those on the front.
- Projections and recesses: require wall plane projections and recesses for long walls.
- Street facing walls: require breaking up walls with change in plane, texture, windows, or other equivalent elements that divide the wall into human scale proportions.
- Facades: require divided and proportioned facades using features such as windows, display areas, entrances, arcades, arbors, and awnings along a percentage of the façade.
- Building entrances: require clear definition with an awning, arcade or portico.
- Transparency: require window coverage along a percentage of a wall.
- Garage doors: require segmentation, windows, recession behind a building façade, positioning where they don't face the street.

#### Roof

- Require overhangs, minimum slope, regulate maximum continuous plane of roofline.
- Rooftop mechanical equipment: require screening

#### Building colors

- Require muted colors, limit use of primary or corporate colors.
- Limit color changes to change of plane or reveal line.

#### Gas station canopies

- Require support pole covers.
- Require recessed lighting, limit number of fixtures and lumens.
- Prohibit corporate branding and colors along the entire fascia.

#### Pre-fabricated metal buildings

***Inexpensive land plus low-end businesses add up to cheap buildings. Madison Township has more than its share of metal buildings, and it deserves better.***

As explained earlier, Madison Township may be seen as an ideal location for low-end businesses because low land costs make them economically viable. Such small businesses, along with smaller commercial developers, are more likely to build inexpensive structures. The result: metal buildings, which are commonplace along the US 20 corridor. Most metal buildings in the township take the form of basic

sheds, with no architectural detailing beyond the stock structure. Scenes of metal buildings scored among the lowest-rated images in the image preference survey.

Although state statutes prevent townships from regulating building materials, the township can regulate architectural elements such as projections, recesses, and rooflines, which would apply to metal buildings as well as site-built structures. Affordability by small businesses should not be accepted as an excuse to accept basic metal buildings in highly visible commercial areas.



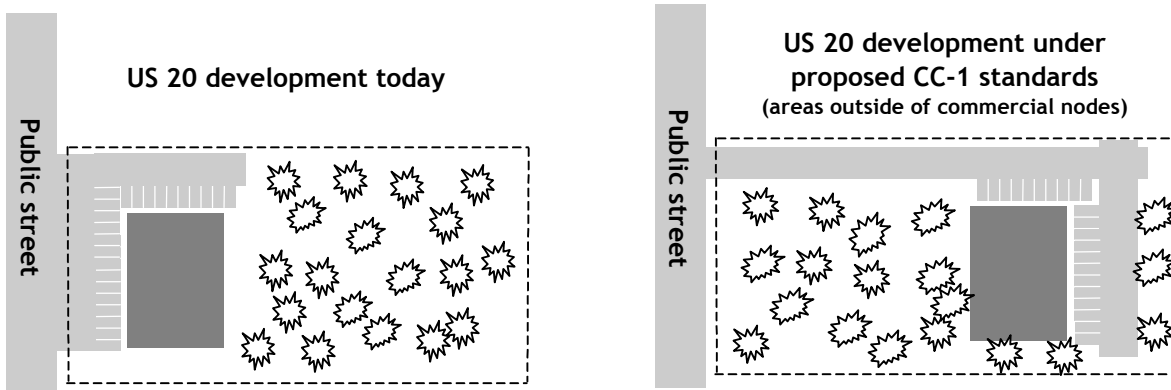
Basic prefabricated metal structures make up a large portion of all commercial buildings along the US 20 corridor.

## 7.4 Site planning

*Very limited site planning requirements result in boring, featureless commercial development that makes Madison Township look like most other exurban communities. Improved site planning requirements will result in more interesting, higher quality projects that will minimize visual impact of strip development, and contribute to a unique sense of place.*

Commercial site planning is guided only by the building setback, parking, and very limited landscaping requirements in the township zoning resolution. The resulting development usually take one of two forms. On larger lots, a commercial building will be placed in the far rear

end of the lot, separated from the street by a large, featureless parking lot, much of which usually stands empty. On smaller, narrower lots, the primary building is usually close to the right-of-way, usually separated from the street by a small, often unpaved parking area. The rear of the lot remains empty and unused; an inefficient use of land.



The resulting development pattern reinforces the strip-like character of the US 20 corridor. In commercial nodes where buildings should be prominent, they are placed as far from the street as possible. Outside of more commercialized areas, lots are smaller, and buildings are closer to the street and more visible. To decrease the visual impact of strip development, this plan recommends changing building setback, parking placement and landscaping requirements so the *opposite* takes place; buildings



are closer to the right-of-way and more visible in retail nodes, and set back far from the street between nodes.

Responses from written surveys show that residents want an alternative to traditional auto-oriented retail development, where a row of buildings are set behind a large parking lot. This plan recommends adopting site planning requirements that encourage a hybrid site plan, with parking split between the side and rear of a building, and “retail villages,” where many buildings are oriented towards an internal drive or road network that recreates the feel of a village street. This plan also recommends standards that will promote a pedestrian-friendly environment inside shopping centers, such as requiring internal plazas and a walkway system connecting buildings and parking areas on the site. Requiring improved pedestrian connections between buildings and the sidewalk are also recommended.

## 7.5 Signs and billboards

***Oversized, amateurish, and poorly designed business signs help give the corridor a low-rent feel. Stricter sign regulations will help reduce visual pollution, give the corridor a more professional and upscale appearance, and increase the effectiveness of signage for business identification and advertising.***

### Permanent freestanding and wall signs

In the B-2 zoning district, freestanding signs on sites occupied by a single business may be up to 60 square feet and sites with multiple businesses up to 160 square feet, depending on road frontage. Maximum freestanding sign height is 24 feet.

The maximum size of building-mounted signs is determined by a complex table, permitting one (1) square foot of signage for each linear foot of wall, depending on the wall length, with a maximum of 100 square feet.

While not strict, township sign regulations are not overly restrictive. However, current regulations are not well suited to commercial areas along US 20 in Madison Township. Commercial lots are often very narrow, so freestanding signs on different sites are spaced closely, creating visual clutter. Small businesses give more attention to the size of their sign than the overall quality, so many signs have an amateurish appearance. Small businesses often make the mistake of trying to convey too much information in a limited space, so their signs become unreadable. The problem is worse for signs identifying multiple tenants.

“When everybody shouts, nobody gets heard.” For signs to be effective, they must not barrage viewers with information what will soon be forgotten, but stand out on their own. While many businesses



This sign has 48 words and three telephone numbers. A driver passing by it at 45 miles per hour will have only about two seconds to safely read it.



By comparison, signs for national businesses usually display the company name and little else.



While these signs may not be intrusive individually, a long row of similar signs will make their messages less effective, and make the US 20 corridor appear more cluttered.

## Billboards

Billboards are uncommon in most of Lake County, and although billboards are not common along US 20 in Madison Township, their presence in some areas detracts from the semi-rural environment, increases visual clutter and possibly compromises highway safety.

The zoning resolution may allow billboards in residential areas. “Outdoor advertising signs,” undefined by the zoning resolution but usually interpreted to mean “billboard” in most zoning codes, are permitted in the A-1 and A-R zoning districts. Billboards are not permitted in the B-1, B-2 and M-1 districts. SIC code 7319, “advertising,” is a permitted use in the B-1 and B-2 districts. Although the intent is that the code refers to an advertising agency, some could interpret it loosely as any advertising activity, including a billboard.

The plan recommends prohibition of all billboards and other off-premises advertising signs along the US 20 corridor.

US 20 is a federal aid highway, with billboards subject to the National Highway Beautification Act. Removing billboards through amortization is not permitted along federal aid highways. Billboards can be removed by requiring it as a condition of development, though.

instinctively view small signs as less effective than larger signs, the message they convey is distinct and better understood with less competition from other signs competing for the viewer’s attention. The presence of smaller signs reduces visual clutter, and thus improves the appearance of a commercial area.

This plan recommends reducing the maximum area and height of commercial signs. This plan also recommends imposing strict design requirements to make signs appear more legible and professional. A small budget should not be considered an excuse for bad signage.

## Portable signs

The zoning resolution allows businesses to display portable signs for 30 days in a row, with a 60 day break between displays. Portable signs are usually cheaply made and poorly maintained, often placed in unsafe locations such as clear vision triangles, and often have flashing lights even though the zoning resolution prohibits animated signs. In the 1970s and 1980s, many communities recognized that portable signs not only contributed to visual clutter, but also cheapened the appearance of a street and the businesses located on it. This plan recommends reviewing the current language on temporary signs to make it stronger so it can regulate the portable signs better.

## 7.6 Landscaping

***Current landscaping requirements are vague and ineffective. Landscaping requirements should be revised to require more prominent and functional landscaping that also reinforces the identity of the township as one of the leading nursery centers of the United States.***

The site development plan section of the Madison Township zoning resolution describes the process for reviewing site plans for commercial development. The section also contains five paragraphs, only one having specific numerical requirements, that make up the total extent of landscaping requirements for the township.

- *Maximum possible visual and auditory privacy for surrounding properties shall be provided through good design and landscaping buffers.*
- *Where located adjacent to residentially zoned property, the required setback area shall be maintained with natural vegetation and shall have supplemental plantings to provide visual and sound attenuation.”*
- *Where adjacent to non-residentially zoned property, the maximum lot coverage of building, parking, drives and other improvements shall be 90%. The remaining 10% of the site shall be landscaped with grass and plant material or retained in a natural state with vegetative cover.*
- *Parking and service areas shall be screened from view from adjacent residential properties, Screening of parking and service areas shall be provided by means of landscaping, ornamental walls, fences, or similar means. Use of slow or low-growing deciduous trees of various varieties shall be used on the site.*
- *In parking areas designed to accommodate 30 vehicles or more, visual relief shall be provided by means o landscaped dividers and/or islands.*

These regulations are not only vague, but also ineffective. An example is a new commercial building on Hubbard Road, with no landscaping in front of the building. According to the zoning resolution, this is quite acceptable. There are no requirements for where exactly landscaping should be placed, and scrubland at the rear of a property qualifies as “landscaping.”

The large percentage of impervious surface permitted on a site contributes to increased volume and velocity of stormwater runoff, and exacerbated drainage and flooding problems, all of which can harm the nearby Arcola Creek watershed (see section 7.8) .

In the image preference survey, images showing commercial development with lush landscaping usually scored higher than those with minimal landscaping. Commercial sites in Madison Township with little or no landscaping all scored at the bottom. For a community associated with the nursery industry, the lack of landscaping at most shopping centers and commercial sites is ironic at best.

The plan recommends adopting comprehensive landscaping regulations requiring landscaping bufferyards at the front, side and rear of the site, along buildings, driveway throats, islands that cap and break up parking rows, and islands that divide large parking areas into smaller, more manageable units. Required buffers at the front of a site must be deep enough to accommodate future road widening projects. The plan also recommends minimum requirements for the number of trees and shrubs, and tree protection requirements. Protection of the Arcola Creek watershed is recommended by prohibiting vegetation that requires fertilizer in areas that drain to the creek.

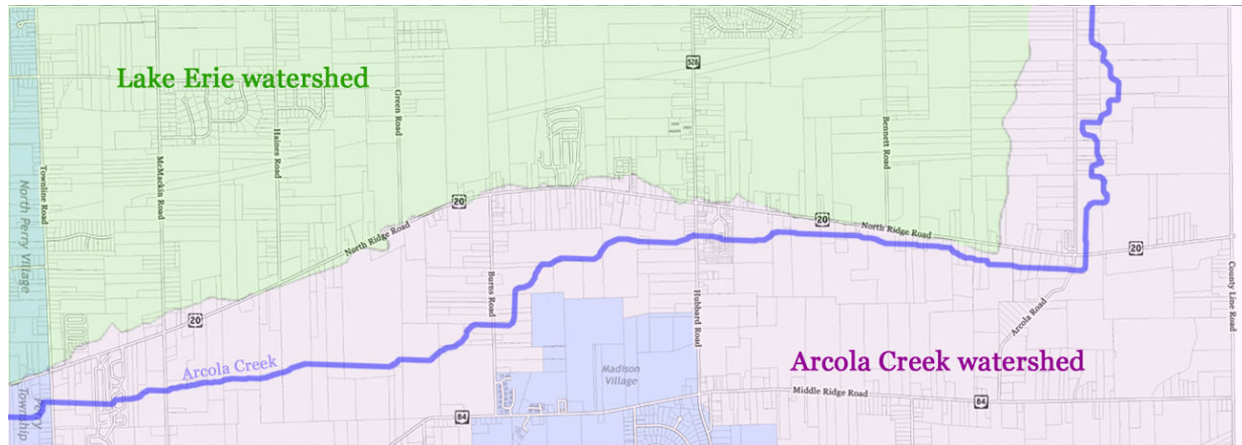
Design standards of any sort should not be in an otherwise administrative section of the zoning resolution. Landscaping regulations should be in a section of the code containing other bulk and site design standards.



## 7.7 Arcola Creek watershed

*Arcola Creek runs through the southern end of the most commercialized section of the US 20 corridor. Development in the area must not harm the creek's water quality and ecosystem.*

The Arcola Creek watershed drains 23 square miles, including most of the US 20 corridor area. The watershed contains one of only two of the remaining estuaries on the south shore of Lake Erie.



In response to encroaching development that threatens the ecosystem of the creek and its watershed, the Lake County Soil and Water Conservation District adopted the Arcola Creek Watershed Plan in 2004. The watershed plan recommends changing some land use regulations to protect the watershed, including the following:

- Require riparian setbacks for impervious surface (parking lots and other paved areas), to reduce the velocity of stormwater runoff, and minimize nonpoint source pollution (polluted runoff, including oils and solvents on parking lot surfaces, lawn fertilizer, and bacteria from septic systems and animal waste.)
- Create an Arcola Creek floodplain overlay, to restrict building in the 100 year floodplain area.
- Prohibit fill in the 100 year floodplain area, to increase the amount of floodwater storage capacity. The plan states “Other suitable uses for these areas are agricultural fields, recreation area, and woodlots.”
- Require impacted wetlands in the watershed to be offset by mitigation elsewhere in the Arcola Creek watershed.

This plan recommends implementing all of the above.

## 7.8 Goals and strategies

- BN-1**      The US 20 corridor through Madison Township should have a clear identity and sense of place.

- BN-1-S1 Gateways and branding. Place distinctive, easily seen and well-designed signage at the township boundary that identifies Madison Township. Use distinctive street signs along the US 20 corridor that set Madison Township apart from adjacent communities.

<b>Priority</b>	low 1 <u>2</u> 3 4 5 6 7 8 9 10 high
<i>Identifying the township to travelers along US 20 seen as a low priority by township officials, survey respondents and those attending planning meetings.</i>	
<b>Ease of implementation</b>	difficult 1 2 3 4 5 6 7 <u>8</u> 9 10 easy
<i>Commissioning, placing and maintaining signs. Little right-of-way available for welcome sign placement; may need to put signs on private property.</i>	
<b>Cost of implementation</b>	low <u>1</u> 2 3 <u>4</u> 5 6 7 8 9 10 expensive
<i>Cost of sign design, construction, and placement.</i>	
<b>Timeframe</b>	Long term.

- BN-1-S2 Public art. Place public art reflecting local culture and customs at gateways and strategic intersections.

<b>Priority</b>	low 1 <u>2</u> 3 4 5 6 7 8 9 10 high
<i>Public art seen as a low priority by township officials and those attending planning meetings.</i>	
<b>Ease of implementation</b>	difficult 1 2 3 <u>4</u> 5 6 7 8 9 10 easy
<i>Little right-of-way available for public art. May need to wait until the right-of-way is widened in the future.</i>	
<b>Cost of implementation</b>	low 1 2 3 4 <u>5</u> 6 7 8 9 10 expensive
<i>Grants available for art projects. Statuary and sculpture may be pricey.</i>	
<b>Timeframe</b>	Long term.

- BN-2 Development along the US 20 corridor should be attractive and offer a positive impression of the community to residents and visitors. Lowest common denominator development, designed primarily with low cost, corporate standards and/or builder convenience in mind, should not be acceptable.

- BN-2-S1 Architectural regulations. Adopt architectural standards that apply to all non-residential and non-agricultural development in the corridor.

<b>Priority</b>	low 1 2 3 4 5 6 7 <u>8</u> 9 10 high
<i>Although not seen as critical by some, quality building design should be required before extensive development occurs along the corridor; at that point, it is too late.</i>	
<b>Ease of implementation</b>	difficult 1 2 3 <u>4</u> 5 6 7 <u>8</u> 9 10 easy
<i>Writing and adopting a zoning resolution amendment May be some opposition from businesses and property owners, despite support shown by survey results.</i>	
<b>Cost of implementation</b>	low <u>1</u> 2 3 4 5 6 7 8 9 10 expensive
<i>Staff time in reviewing building elevation drawings.</i>	
<b>Timeframe</b>	Within six months of plan adoption.

- BN-2-S2 Sign regulations. Adopt sign design standards that will require smaller but more clearly visible and professional appearing signs. Prohibit billboards. Prohibit portable signs, both temporary and permanent. Establish an amortization period for businesses to comply with the new sign requirements.



<b>Priority</b>	low 1 2 3 4 5 6 7 <b>8</b> 9 10 high
<i>Making sign regulations stricter should be required before extensive development occurs along the corridor; at that point, it is too late.</i>	
<b>Ease of implementation</b>	difficult 1 2 3_4 5 6 7 <b>8</b> 9 10 easy
<i>Writing and adopting a zoning resolution amendment May be some opposition from businesses and property owners, despite support shown by survey results.</i>	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
<i>Staff time in reviewing signage plans.</i>	
<b>Timeframe</b>	<i>Within six months of plan adoption.</i>

- BN-2-S2 Landscaping regulations. Adopt landscaping standards that will create sizeable landscape buffers, break up large parking areas, reduce heat islands, and reinforce the identity of Madison Township as a center of the nursery industry. Adopt tree preservation requirements that prohibit complete site clearance, protect established trees, prevent erosion, and help maintain a semi-rural environment.

<b>Priority</b>	low 1 2 3 4 5 6 7 <b>8</b> 9 10 high
<i>Landscaping is nearly non-existent at most commercial and industrial sites along the US 20 corridor.</i>	
<b>Ease of implementation</b>	difficult 1 2 3_4 5 6 7 <b>8</b> 9 10 easy
<i>Writing and adopting a zoning resolution amendment May be some opposition from businesses and property owners, despite support shown by survey results.</i>	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
<i>Staff time in reviewing landscape and tree inventory plans.</i>	
<b>Timeframe</b>	<i>Within six months of plan adoption.</i>

- BN-3 Commercial development in the corridor should be sited in a way that is inviting, safe, efficient, and environmentally sound. Retail centers should be configured where they function as an appealing public gathering area as well as a shopping destination. Conventional suburban building siting, with parking as the most prominent feature on a site, should be avoided. Building siting should not worsen the “strip” character of the corridor; instead, it should help relieve it.

- BN-3-S1 Site planning regulations. Adopt site planning standards that regulate more than building setback and minimum parking space requirements. Require shopping centers to be arranged as a “retail village” rather than a strip of stores behind a large parking lot. Require commercial site layout where parking areas are distributed to the side and rear of the site. Require large parking areas to be divided into smaller lots. Require buildings outside of retail nodes to be set back far from the street, to reduce a strip development effect along the US 20 corridor,

<b>Priority</b>	low 1 2 3 4 5 6 7 <b>8</b> 9 10 high
<i>Although not seen as critical by some, quality site planning should be required before extensive development occurs along the corridor; at that point, it will be impossible to reverse the pattern and form of development.</i>	
<b>Ease of implementation</b>	difficult 1 2 3_4 5 6 7 <b>8</b> 9 10 easy
<i>Writing and adopting a zoning resolution amendment; may be some opposition from businesses and property owners, despite support shown by survey results.</i>	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
<i>Staff time in reviewing site plans.</i>	
<b>Timeframe</b>	<i>Within six months of plan adoption.</i>

- BN-4 Development along the US 20 corridor should not have an adverse effect on Arcola Creek and its watershed. The natural drainage functions and ecosystem of the creek, floodplain and watershed should be protected.

- BN-4-S1 Riparian setback and protection standards. Require riparian setbacks for buildings, parking lots and other impervious areas, to reduce stormwater velocity and polluted runoff. Prohibit buildings and fill in the 100 year floodplain. Require impacted wetlands in the watershed to be offset by mitigation elsewhere in the Arcola Creek watershed.

<b>Priority</b>	low 1 2 3 4 5 6 7 <b>8</b> 9 10 high
<i>Not seen as critical by some, but important for maintaining the environmental health of one of Madison Township's most important natural features.</i>	
<b>Ease of implementation</b>	difficult 1 2 3 4 5 6 7 <b>8</b> 9 10 easy
<i>Writing and adopting a zoning resolution amendment; most likely by incorporating riparian setback and protection standards into site planning and setback standards. May encounter some opposition from property owners near the creek.</i>	
<b>Cost of implementation</b>	low <b>1</b> 2 3 4 5 6 7 8 9 10 expensive
<i>Staff time in reviewing site plans for compliance</i>	
<b>Timeframe</b>	<i>Within six months of plan adoption.</i>

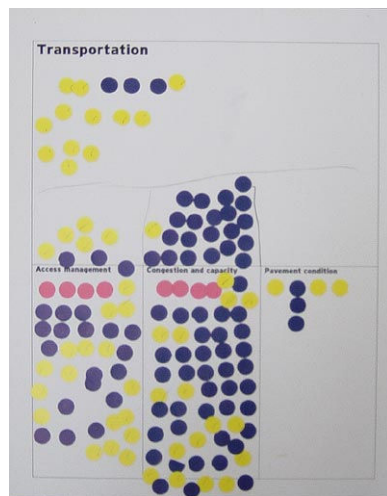
# A Appendix Survey

## 4.1 Introduction

In recent years, people have been besieged with surveys of some kind; long marketing research-related phone calls, political and opinion polls, requests to fill out customer satisfaction cards at restaurants and businesses, and more. Although the public may be faced with “survey overload,” it is still one of the most effective and efficient ways to gather citizen opinions about civic and planning-related issues.

In the planning process, it is important to know the thoughts and opinions of “stakeholders” – residents and businesspeople that may be affected in some way by the plan. The findings of planning-related surveys help shape the plan, and justify its goals and policies as reflecting the will of the stakeholders. It also offers planners and township officials insight into problems and issues that may not be readily seen. If survey findings are acknowledged and reflected in plan goals and policies, it results in a plan that residents are more likely to “take ownership” of and hold as their own, rather than regard as an edict from above.

Three surveys were conducted as part of the US 20 corridor planning process; a dot poster survey with those attending a corridor plan committee meeting, an interactive image preference survey before a large group of residents, and a written survey that garnered hundreds of responses from local residents and businesspeople. This chapter describes the surveys and their findings. (More detailed survey results are in the plan appendix.)



## 4.2 Dot poster survey

***Transportation and utility related issues are the major concerns of those attending planning meetings.***

An informal dot poster survey was conducted at the December 2004 Corridor Plan Committee meeting. Participants were given a sheet of 20 dot stickers. Committee members that were government officials or employees yellow dots, committee members who were part of the business community received pink dots, and citizens that attended were given blue dots. Six posters were displayed – transportation, urban design, utilities, land use, aesthetics, and “something else?” – with areas designated for specific issues in that category. Participants were asked to place their dot stickers in the areas they felt were important issues. If they believed one issue was more important, they could put more dots in that area than in others.

All groups were in agreement in the order of what they felt were the most important issues; transportation topped the list (40.5% of dot stickers), followed by utilities (31.1%), aesthetics (14.5%) and land use (10.5%). Those in government placed a greater importance on land use and aesthetic issues than other groups. The business group placed a much greater importance on transportation and utilities than other groups, almost to the exclusion of land use and aesthetics.

Table 4-1: Dot poster survey results									
Category/issue	Board/ government group		Board/business group		Audience/citizens group		All participants		
	Dots	% of group	Dots	% of group	Dots	% of group	Dots	% of all	
Urban design									
Urban design - general	2	1.1%	0	0.0%	0	0.0%	2	0.4%	
Sidewalk and pedestrian connections	5	2.8%	2	3.4%	4	1.9%	11	2.5%	
Poor site planning	1	0.6%	0	0.0%	0	0.0%	1	0.2%	
No “sense of place”	1	0.6%	0	0.0%	0	0.0%	1	0.2%	

Table 4-1: Dot poster survey results								
<b>Urban design total</b>	<b>9</b>	<b>5.0%</b>	<b>2</b>	<b>3.4%</b>	<b>4</b>	<b>1.9%</b>	<b>15</b>	<b>3.4%</b>
<b>Utilities</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of all</b>
Utilities - general	7	3.9%	0	0.0%	0	0.0%	7	1.6%
Sewer and water service	47	26.1%	22	37.9%	63	30.1%	132	29.5%
Overhead utility lines	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Utilities total</b>	<b>54</b>	<b>30.0%</b>	<b>22</b>	<b>37.9%</b>	<b>63</b>	<b>30.1%</b>	<b>139</b>	<b>31.1%</b>
<b>Land use</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of all</b>
Land use - general	8	4.4%	0	0.0%	8	3.8%	16	3.6%
Proliferation of low-end uses	5	2.8%	0	0.0%	2	1.0%	7	1.6%
Strip development	10	5.6%	0	0.0%	5	2.4%	15	3.4%
Obsolete and vacant commercial space	3	1.7%	0	0.0%	6	2.9%	9	2.0%
<b>Land use total</b>	<b>26</b>	<b>14.4%</b>	<b>0</b>	<b>0.0%</b>	<b>21</b>	<b>10.0%</b>	<b>47</b>	<b>10.5%</b>
<b>Aesthetics</b>	<b>Dots</b>	<b>% of group</b>	<b>Stickers</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of all</b>
Aesthetics - general	6	3.3%	0	0.0%	3	1.4%	9	2.0%
Signage	12	6.7%	2	3.4%	18	8.6%	32	7.2%
Landscaping	5	2.8%	2	3.4%	4	1.9%	11	2.5%
Architecture	7	3.9%	2	3.4%	4	1.9%	13	2.9%
<b>Aesthetics total</b>	<b>30</b>	<b>16.7%</b>	<b>6</b>	<b>10.3%</b>	<b>29</b>	<b>13.9%</b>	<b>65</b>	<b>14.5%</b>
<b>Transportation</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of all</b>
Transportation - general	12	6.7%	0	0.0%	3	1.4%	15	3.4%
Access management	22	12.2%	4	6.9%	18	8.6%	44	9.8%
Road congestion and capacity	17	9.4%	4	6.9%	59	28.2%	80	17.9%
Pavement condition	3	1.7%	0	0.0%	3	1.4%	6	1.3%
Overpass/underpass (something else?)	7	3.9%	20	34.5%	9	4.3%	36	8.1%
Dayton to 20 (something else?)*	0	0.0%	0	0.0%	3	1.4%	3	0.7%
528 improvements (something else)*	0	0.0%	0	0.0%	3	1.4%	3	0.7%
<b>Transportation total</b>	<b>61</b>	<b>33.9%</b>	<b>28</b>	<b>48.3%</b>	<b>92</b>	<b>44.0%</b>	<b>181</b>	<b>40.5%</b>
<b>Overall total</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of group</b>	<b>Dots</b>	<b>% of all</b>
<b>Total</b>	<b>180</b>	<b>100.0%</b>	<b>58</b>	<b>100.0%</b>	<b>209</b>	<b>100.0%</b>	<b>447</b>	<b>100.0%</b>
* - outside of study area, and not tallied in final results								

For specific issues, those dealing with traffic and utilities ranked towards the top in all groups. Even though the term “access management” is not well known outside of the planning and transportation engineering profession, it ranked high among the business and citizen groups.

Table 4-2: Dot survey results - top ten specific issues		
Board/government group	Board/business group	Audience/citizen group
1) Sewer and water service (26.1%)	1) Sewer and water service (37.9%)	1) Sewer and water service (30.1%)
2) Access management (12.2%)	2) Access management (6.9%)	2) Road congestion and capacity (28.2%)
3) Road congestion and capacity (9.4%)	3) Road congestion and capacity (6.9%)	3) Access management (8.6%)
4) Signage (6.7%)	4) Signage (3.4%)	4) Signage (8.6%)
5) Strip development (5.6%)	5) Architecture (3.4%)	5) Obsolete and vacant commercial space (2.9%)
6) Architecture (3.9%)	6) Sidewalk and pedestrian connections (3.4%)	6) Strip development (2.4%)
7) Sidewalk and pedestrian connections (2.8%)	7) Landscaping (3.4%)	7) Architecture (1.9%)
8) Proliferation of low-end uses (2.8%)	8) n/a	8) Sidewalk and pedestrian connections (1.9%)
9) Landscaping (2.8%)	9) n/a	9) Landscaping (1.9%)
10) Obsolete and vacant commercial space, tie with pavement condition (1.7%)	10) n/a	10) Pavement condition (1.4%)
“Overpass/underpass” was not included because it was added as an issue under “Something else?”. Technically, it is not a current issue, but a desired project; there are no grade-separated crossings in the corridor.		

At the following committee meeting, when the dot poster survey results were discussed, there was general agreement that the low-ranked land use and aesthetic issues are still important, and should not be ignored; the low scores should not indicate that they are not seen as problems. The major issues, though, were all relate to transportation and utilities.

### 4.3 Image preference survey

*The current built environment of the US 20 corridor is unappealing to most residents. Residents generally do not like corporate or utilitarian styling, large and unbroken parking lots, metal*

***buildings, plain rooflines, or bright primary colors. They prefer buildings with interesting architectural features, and varied but muted and complementary colors, on a landscaped site with well-defined pedestrian paths, parking areas, and short signs, in a contemporary suburban setting. Residents also like nurseries.***

An image preference survey is used to create a community-based measure of visual appeal. The results of an image preference survey help the community define and justify the preferences for future development and the built environment: architecture, signs, building setbacks, landscaping, parking areas, size and massing, and other design elements. The results of the survey can also indirectly reveal preferences for certain land uses.

An image preference survey was conducted as part of a workshop held at Madison High School in March 2005. The 99 percipients were shown 16 slides, each with four different scenes of suburban commercial development. Participants were asked to rank each scene on a scale of -5 (most negative or disliked) to +5 (most positive or liked), judging both visual appeal and the degree to which the scene looks like something they want to see along the US 20 corridor. The results, ordered from those judged most positive to most negative, are shown below.



**1 Colony Place - Charlotte, North Carolina**  
Photo 36 Mean score: +2.18



**2 Colony Place - Charlotte, North Carolina**  
Photo 49 Mean score: +1.88



**3 West Oaks Town Center - Ocoee, Florida**  
Photo 5 Mean score: +1.26



**4 Golfsmith - Westminster, Colorado**  
Photo 28 Mean score: +1.24





**5 US 20 streetscape with nursery - Madison Township**  
Photo 33 Mean score: +1.19



**6 McDonalds - Freeport, Maine**  
Photo 44 Mean score: +1.18



**7 Pulse Fitness - Fort Collins, Colorado**  
Photo 62 Mean score: +1.17



**8 Pulse Fitness - Fort Collins Colorado**  
Photo 48 Mean score: +1.14



**9 Lowe's - Dublin, Ohio**  
Photo 6 Mean score: +1.10



**10 Home Depot - Lake Geneva, Wisconsin**  
Photo 30 Mean score: +1.08



**11 KFC - Jasper, Alberta**  
Photo 14 Mean score: +1.06



**12 Londonderry Square - Londonderry, New Hampshire**  
Photo 54 Mean score: +0.93



**13 Windham Commons - Salem, New Hampshire**  
Photo 41 Mean score: +0.78



**14 Amoco gas station - West Palm Island, Florida**  
Photo 12 Mean score: +0.76



**15 Gresham Place - Gresham, Oregon**  
Photo 20 Mean score: +0.68



**16 Men's Wearhouse - Olathe, Kansas**  
Photo 32 Mean score: +0.63





**17 McDonalds - Londonderry, New Hampshire**  
Photo 46 Mean score: +0.62



**18 Home Depot parking lot - Fort Collins, Colorado**  
Photo 39 Mean score: +0.61



**19 Strip plaza - Williamsville, New York**  
Photo 29 Mean score: +0.50



**20 Prairie Village Shops - Prairie Village, Kansas**  
Photo 47 Mean score: +0.34



**21 Gresham Place - Gresham, Oregon**  
Photo 40 Mean score: +0.28



**22 US 20 streetscape with nursery - Madison Township**  
Photo 38 Mean score: +0.27





23 Fazoli's - Olathe, Kansas  
Photo 7 Mean score: +0.07



24 Commerce Bank - Olathe, Kansas  
Photo 22 Mean score: +0.03



25 Wal★Mart - Charlotte, North Carolina  
Photo 34 Mean score: -0.01



26 Flying J truck stop restaurant portion - Ashtabula, Ohio  
Photo 12 Mean score: -0.04



27 Strip plaza (Mentor Avenue/US 20) - Mentor, Ohio  
Photo 23 Mean score: -0.07



28 Wal★Mart - Conway, New Hampshire  
Photo 50 Mean score: -0.14





**29 Downtown streetscape - Chagrin Falls , Ohio**  
Photo 35 Mean score: -0.23



**30 Staples - North Conway, New Hampshire**  
Photo 52 Mean score: -0.26



**31 Main Street streetscape - Williamsville, New York**  
Photo 18 Mean score: -0.29



**32 Strip plaza (Mentor Avenue/US 20) - Mentor, Ohio**  
Photo 23 Mean score: -0.38



**33 Olde Providence Common - Merideth, New Hampshire**  
Photo 59 Mean score: -0.39



**34 Southlake Shops - Southlake, Texas**  
Photo 25 Mean score: -0.43





35 Mentor Avenue/US 20 streetscape - Mentor, Ohio  
Photo 13 Mean score: -0.65



36 Downtown streetscape - Chagrin Falls, Ohio  
Photo 57 Mean score: -0.68



37 Village Pump gas station - Fort Collins, Colorado  
Photo 2 Mean score: -0.74



38 Main Street streetscape - Williamsville, New York  
Photo 3 Mean score: -0.77



39 Metal buildings (US 20) - Madison Township  
Photo 10 Mean score: -0.80



40 Tom's BBQ - Toledo, Ohio  
Photo 45 Mean score: -0.82





**41 Main Street streetscape - Lewiston, New York**  
Photo 9 Mean score: -0.86



**41 Pizza Hut (US 20) - Madison Township**  
Photo 27 Mean score: -1.02



**43 Total gas station - Fort Collins, Colorado**  
Photo 42 Mean score: -1.07



**44 Wal★Mart Supercenter - Anywhere USA**  
Photo 63 Mean score: -1.20



**45 Christian Brothers Automotive - Olathe, Kansas**  
Photo 16 Mean score: -1.41



**46 Appliance Direct - Winter Garden, Florida**  
Photo 31 Mean score: -1.47



47 Loading dock - Westminster, Colorado  
Photo 58 Mean score: -1.48



48 Fast food restaurants - Winter Garden, Florida  
Photo 8 Mean score: -1.49



49 US 20 streetscape - Madison Township  
Photo 43 Mean score: -1.61



50 Interstate 40 frontage road streetscape -  
Amarillo, Texas  
Photo 64 Mean score: -1.78



51 Dodge's Gas and Chicken - Winter Garden, Florida  
Photo 26 Mean score: -1.86



52 Wal★Mart - Anchorage, Alaska  
Photo 17 Mean score: -1.89





53 Convenient Food Mart - Painesville, Ohio  
Photo 56 Mean score: -1.90



54 Party center (US 20) - Madison Township  
Photo 19 Mean score: -1.91



55 BP gas station (US 20) - Madison Township  
Photo 60 Mean score: -1.95



56 Mentor Avenue/US 20 streetscape - Painesville Township, Ohio  
Photo 61 Mean score: -1.95



57 Independence RV - Winter Garden, Florida  
Photo 24 Mean score: -2.05



58 NAPA Auto Parts (US 20) - Madison Township  
Photo 55 Mean score: -2.08



59 Used car lot - Winter Garden, Florida  
Photo 15 Mean score: -2.30



60 Jower's Batteries - Winter Garden, Florida  
Photo 4 Mean score: -2.32



61 Marc's (US 20) - Madison Township  
Photo 1 Mean score: -2.49



62 US 20 streetscape with informal auto sales - Madison Township  
Photo 21 Mean score: -2.53



63 White Sands Boulevard streetscape - Alamogordo, New Mexico  
Photo 11 Mean score: -2.61



64 US 20 streetscape with auto sales - Madison Township  
Photo 51 Mean score: -2.64

Traits commonly found in higher-scoring scenes include the following:



- **Building materials:** varied materials and textures, large amount of masonry coverage.
- **Roofs:** varied rooflines, varied parapet wall height, dormers, no visible mechanical equipment.
- **Facades and walls:** varied wall depths, regular projections and recesses breaking up long walls, high amount of transparency (coverage of a surface by windows and doors), four-sided design (architectural details on a building façade included on other walls.).
- **Colors:** neutral, muted and dark natural colors, contrast provided by a complementary shade.
- **Signage:** short monument signs, clear and simple wall signs, individual channel letters.
- **Landscaping:** clearly defined landscaped areas, simple plant arrangements, well-maintained turf.
- **Parking areas:** well-maintained surface, clearly defined spaces, use of different materials, landscaping islands.

Traits common in lower-scoring scenes include:

- **Building materials:** single material, prefabricated metal structures.
- **Roofs:** basic hipped roofline, flat or shallow pitch roof, parapet height uniform or with little variation.
- **Facades and walls:** long straight walls and lines, no variation in depth, low amount of transparency (coverage of a surface by windows and doors).
- **Colors:** bright and/or garish primary colors, contrast nonexistent or else provided by a clashing color.
- **Signage:** tall pole signs, flat wood or internally lit box wall signs, signs filled with many words.
- **Landscaping:** non-existent or informal in “leftover areas.”
- **Parking areas:** undefined “park wherever” or poorly-defined parking areas, continuous curb cuts from the street, no dedicated landscaping.

Other interesting findings include:

- **Control image scoring:** The two occurrences of a control image (Pulse Fitness in Fort Collins) scored about the same.
- **Village versus suburban development:** Scenes of contemporary suburban retail development generally rate higher than traditional village streetscapes. However, village-like development in a suburban context, with off-street parking, rated highly.
- **Sidewalks:** In scenes showing a road, those with sidewalks separated from the street with a wide tree lawn typically score higher than those that show no sidewalks along the road, or sidewalks with no tree lawn that touch the curb.
- **Chain stores and restaurants:** National chains located in uniquely designed buildings rate much higher than those with standard corporate or “trade dress” architecture.
- **Nurseries:** A scene of greenhouse tents at a nursery on an empty US 20 is rated as the fifth most favorable image. A similar scene, the only differenced being traffic on US 20 and a battered continuous curb cut, is ranked as the 22<sup>nd</sup> most favorable image.
- **Mentor:** Scenes along US 20 in Mentor are ranked in the top half of all images.
- **Vehicle-related uses:** Regardless of the presence of traits found in higher-ranked images, vehicle-related uses (gas stations, repair garages, auto parts stores) usually scored low. The exception is an Amoco station in Florida, which is ranked the 14<sup>th</sup> most favorable image. Gas stations with canopies in bright primary colors all rank lower than those with subtle neutral or dark colors.
- **Overhead utilities:** Only three of the 32 top rated images show overhead utility lines. Sixteen of the 32 bottom rated images show overhead utility lines.
- **US 20 development versus a suburban Denver loading dock:** A loading dock behind the City Center Marketplace shopping center in Westminster, Colorado rated much higher (47<sup>th</sup>, mean score -1.48) than seven scenes of typical commercial development along US 20.